

Analyzing differences in content planning for chosen social media channels

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Bachelor's Thesis
Degree Programme in
Multilingual Management
Assistants (MUBBA)
2018



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Degree programme Degree Programme for Multilingual Management Assistants (MUBBA)	
Report/thesis title Analyzing differences in content planning for chosen social media channels	Number of pages and appendix pages 45 + 20
<p>This thesis is a quantitative research and aims to find the differences in content planning for the social media channels Facebook, Instagram, and YouTube. The commissioning party is my own company. The conclusion of the thesis is of great important because it serves as a basis to launch my company on social media once I have finished my studies, but also gives a framework for future content planning. It is also applicable for companies and entrepreneurs in other sectors.</p> <p>Being present on social media is crucial for the success of many companies. Especially for self-employed people like me, who offer digital marketing services and business consultation, it is essential to build and grow a strong online persona to reach and commit their target audience, as well as to sell their services. This thesis helps me understand the needs and expectations of my target audience, female millennials. Knowing their demands serves as a guide to plan and publish content output to market my services, specifically on the social media platforms Facebook, Instagram, and YouTube.</p> <p>Empirical data was collected using a survey and analysed once there was a clear trend towards specific answers. I asked specific questions about the activity and expectations of female millennials towards social media channels. The results were analysed by comparing them to social media statistics as well as my forecast based on how I use social media and how I want to promote my brand online.</p> <p>As a conclusion of the research, female millennials enjoy receiving different content from several social media channels. They want to read news and announcements from their family and friends, as well as companies and brands several times a week on Facebook. This written content is a contrast to the visual content on Instagram and YouTube. Instagram users love high quality pictures and short videos, because they motivate and inspire them to improve their lives, but also to get inspired and enjoy life. They expect an influencer to upload new images on the Instagram feed as well as Instagram stories several times a week. YouTube is another visual platform, which female millennials use to educate and entertain themselves. They like to get new video content on a weekly basis.</p> <p>Since I have been following many successful individuals on social media who have pursued the career path that I am about to fully enter, the results of the thesis were as expected. The three social media channels I choose to promote my services are the ones that the target audience is most active on. In addition, I also foresaw the demand of my target group regarding content creation and publishing.</p> <p>In addition to being very important for the content publication of my own company, the thesis' main concept of planning content is an important marketing tool that is growing in relevance and usage. Marketers have realized that they need to be constantly present and deliver relevant content to their target audience to keep them committed. The conclusion of the thesis is versatile and can be applied to several social media channels.</p>	
Keywords digital marketing, social media, content planning, Facebook, Instagram, YouTube	

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1 Introduction

In the past years, reaching a target audience has become increasingly difficult for marketers. Especially female millennials, which are all women born between 1982 and 2000, don't use traditional marketing platforms such as TV and newspapers anymore. They have moved on to social media channels, where they can watch and consume the content they are most interested in. Female millennials tend to not trust companies and celebrity ambassadors anymore. They want to learn how to use a product and get honest reviews from online influencers, who are people that produce textual and visual content and publish them on online platforms. Marketers followed their target group and started to adjust their marketing campaigns to the social media channels where their ideal customers are active on.

These days, customers need many touchpoints with a company or brand before they decide to buy. They need to build trust first to commit themselves to a product or service. Planning content is thus an important part of any marketing strategy. Content marketing is essentially the process of analyzing the demands and needs of the target group, creating interesting and relevant content around these expectations, and publishing the content on a consistent basis to deliver the marketing message to the target audience.

While knowing which content to release is increasingly important, touchpoints can only be created if the potential customer gets in contact with the content. Enter social media channels. Especially female millennials spend their free time on these platforms to stay in touch with family and friends as well as brand and companies. Facebook, Instagram, and YouTube are the most visited channels and are used to fulfil different needs: e.g. educating oneself via watching videos or reading the latest updates of friends. It is thus important to know where the target audience is present the most to publish content in the right place and also at the right time.

This thesis discusses female millennials and their behavior on social media in particular. Knowing this serves as the basis of proper content marketing in terms of planning and creating content for publishing.

1.1 Background

After my second semester as a bachelor's degree student of Multilingual Management Assistants at Haaga-Helia, I decided to take on Lasse Rouhianen's video-based courses about digital marketing, social media marketing, and paid social media advertising as my summer studies. I also learned how to build my own digital consultancy in another one of

his courses. I have always wanted to become self-employed to be able to work in whichever country I desire and create my own work life. In that, I am not alone. In fact, not only the number of people who want to work for themselves is getting bigger, but also the demand for companies employing freelancers for projects is steadily increasing. (Pofeldt 2017.) Having many interests in various sectors and thus being able to see myself in several professions made it difficult for me to narrow my interests down to find that one market in which I want to build a successful business. After having studied the first couple of videos of Lasse Rouhiainen's courses, I knew I had found my market and started thinking about how to put the content of the courses into action. I realized that to be successful in digital marketing, a part of the job's responsibilities would be to constantly educate myself to keep up with the fast-developing pace of the market sector (Butler 2018). I joined Lasse Rouhiainen's Facebook group "HH Digi Consultants" and kept in touch with him and fellow students who had also taken the same courses. This kept my interest in digital marketing running and developed into a passion.

I turned my interest in all things online marketing into a habit and started building my knowledge on an almost daily basis. Nowadays, researching and educating oneself can be as easy as listening to podcasts, watching YouTube videos, and reading news from e-mail subscriptions in the marketing sector. The following year, I had built a confidence strong enough to look for my first customer in online marketing in February 2017. At this point, I had already registered a sole proprietor to work as a translator, writer, and transcriber; working for myself was therefore not new to me. I changed the registration of the sole proprietor to marketing and had my first clients in different sectors, e.g. e-mail marketing, SEO, and content writing. Over time, I got to experience other forms of online marketing, such as Instagram marketing and post writing. I started to watch more YouTubers that talk about self-branding, of which content planning is a big part. From these YouTube videos, I learned that being self-employed in the digital world requires to market oneself online as much and professionally as possible, which is where content marketing comes into play. Simply put, content marketing is the strategy to approach one's target audience by creating and publishing relevant content on a constant basis (UBM 2017). In other words, by applying content marketing to my self-branding approach, I get to be creative to design my own online persona to reach my target audience which are female millennials (will be closely discussed in section 2.3). I am naturally a detail-oriented perfectionist that likes to plan and organize, as well as expand my skills constantly. As a result, I felt that content marketing would be the right niche market for me to build a business in. Finding a niche market is a very important factor for success. Especially small businesses with a limited marketing budget rely on having a specific target audience within their niche to

market themselves or their product and services better and more efficiently. This is because the marketing message can be perfectly tailored to the needs of the target group. In addition, the more precise the target group is defined, the lower are the customer acquisition costs. (Kohler 2016; Utley 2018.)

Getting to this point of my career has taken a few years. In the end, I have decided to offer my services in content marketing, as well as mindset and business coaching. As an entrepreneur, it is important to choose a field of work that motivates the person to get up every morning with a purpose (Utley 2018). I enjoy planning content more than implementing it, which is why I will offer content planning strategy in the future as a core service. Finding the difference in content planning for the social media channels Facebook, Instagram, and YouTube, which this thesis is about, helps me understand the needs and expectations of my target group towards these social media channels. This will be important information to market myself on these channels to reach my target audience and sell my services. (Utley 2018.)

1.2 Objectives of the research

The objective of this thesis is to understand the difference in content planning for the social media channels Facebook, Instagram, and YouTube. In other words, what kind of content does my target audience expect from each channel and how do I implement these expectations into a content strategy?

To reach this goal, I focus on the following research topics to develop a reliable conclusion:

1. Define and analyze the key concepts of digital marketing and content marketing
2. Find out the expectations and demand of my target audience based on the latest years
3. Carry out a survey to collect data regarding the activity, needs, and expectation of my target audience
4. Compose an ideal outcome for my company based on personal experience and interest of content creation
5. Compare all research data (numbers and words) and conclude which kind of content I should create for each channel

In terms of social media channels, I choose Facebook, Instagram, and YouTube, because those are the ones I use the most often, and thus am the most knowledgeable of. In addition, I am planning to be the most active on these channels professionally. Also, in terms of business-to-customer (B2C), those are the channels where most of the target clients are spending their free time or are looking for answers, inspiration, and motivation (Ehlers 2017).

This 5-step plan is suitable to understand my target audience to be able to plan the ideal content output. By comparing several sources of information and data, I can achieve a comprehensive understanding of not only the market situation and trends, but also of the users' direct needs and expectations.

1.3 Delimitations

This thesis does not discuss other social media channels that will be implemented in my future content output. Such channels include LinkedIn, Twitter, and Pinterest, because these platforms will be used for business-to-business (B2B) marketing, whereas Facebook, Instagram, and YouTube are reserved for B2C marketing. Since I am targeting individual female millennials, a B2C approach is best suited for most of my content output. (Sloane 2017.)

In addition, I exclude survey results from male participants as well as female participants that are below age 18 and over age 35 as they are not a part of my target audience. The survey will be elaborated throughout the thesis. The location of the participants is also out of the scope for this thesis, but will be relevant for future research.

Further issues not discussed in the thesis are the difference of creating content for desktop or mobile users, as I want to focus on the content itself. Also, I don't elaborate on which time of the day and which weekday are the most beneficial to post new content. This is part of future research.

1.4 Research method

This thesis is a traditional quantitative research. The frameworks researched provide an understanding of what content marketing is and how it is expected to be executed. However, consumer demand is what will define the content output and determine whether the output will be successful or not. Getting to know my target audience's activity, expectations and needs towards social media platforms is the most important information to be analyzed. Only then the research questions of this thesis can be solved and the thesis concluded. By using a survey, I can gather empirical data of the target groups when it comes to social media channels, which makes it easier to analyze. In addition, I can collect information about several aspects that are important for planning relevant content, e.g. expectations or demographics. The thesis is concluded by analyzing and comparing empirical data with frameworks.

1.5 Thesis structure

The thesis is structured to build an understanding of the environment in which the topic to be discussed is embedded by giving each chapter its own purpose. It is important to comprehend the current situation of the commissioning party and elaborate the market sector and social media channels using key concepts before analyzing the demand of the target audience. Therefore, the thesis has four chapters to give each part its own place to be thoroughly analyzed. My sole proprietor, which serves as the commissioning party, is explained by going through its basic information, such as history, services and target group, before diving into its market sector marketing. The three main marketing segments that are relevant for my business are digital marketing, content marketing, and self-branding, which are explained in their own sub-chapters using key concepts. Additionally, the three most important social media channels for B2C are discussed. Finally, all concepts concerning the commissioning party are concluded under the aspect and sub-chapter “self-branding”.

After these qualitative aspects, I will dedicate the next chapter to the research questions and the survey. In each part, I will use social media statistics to support and analyze the quantitative data. Once the analysis is done, the thesis is concluded by combining all research data and compare them to each other.

The thesis gets its final thoughts by reflecting on how the thesis outcome will be used, what future research will be needed, what I have learned and how I have developed during researching for and writing this thesis.

A thorough terminology glossary can be found in the appendix section of the thesis.

2 Commissioning party

Understanding the founding of my company as well as the market sector it is registered in is a vital part of comprehending the thesis and its results. Social media and the corresponding platforms are explained in this chapter, along with the marketing segments that are applied for content planning and marketing campaigns.

2.1 Company history

I founded my business in 2016. As a creative person who enjoys writing and languages, my first services were translating, transcribing, proofreading, and writing. Over the course of 2016, I grew a strong interest in all things digital marketing.

2017 was the most successful and productive year so far. I added digital and social media marketing services to my portfolio and I quickly found some long-term clients. In order to not be overwhelmed during my last semester at Haaga-Helia in spring 2018, I ended most of these long-term contracts in early 2018, but kept some clients that only need my services sporadically.

After my graduation in June 2018, I will be able to work full-time for my company. This thesis is a vital part of bringing my company to the next level by deeply analyzing my target group. Thus, I will know how I have to prepare myself to plan, create, and publish content on several social media channels.

2.2 Current and future services

Currently, I can divide my services into two categories. The first one is language. I offer services in translation, proofreading, transcribing, and writing in both English and German. The second category is marketing. I provide content planning, e-mail marketing, and SEO.

My services are currently not focused on a specific niche, which is possible since I am using Upwork to get my clients. Upwork is a platform that acts as a network in which companies or basically anyone, who needs to get a project done, can register and connect with freelancers and hire them for the task. With three million jobs being posted annually, Upwork is a safe system to easily find clients or employers and get paid. However, my goal for 2018 is to register a limited company in Finland, focus my services on content marketing, content creation, and coaching, and move on to the social media channels Facebook, Instagram, and YouTube to brand myself.

Instead of charging per hour, I will create packages for people to buy, e.g. content planning for two weekly Facebook posts, one Facebook live, four weekly Instagram posts, daily Instagram Stories videos, one weekly YouTube video. After I have successfully completed my education in business and personal coaching, I will offer private as well as group coaching and create online course once I have built a strong brand.

2.3 Target Group

A target group is a collective of people with the same characteristics that a company or person wants to reach to sell their products and services (Porta).

Defining one's target market is an important step, because it will set the tone for the upcoming marketing campaigns. The global economy is growing day by day which means that there are more people in the position of spending money beyond the absolute basics to survive. Thus, the market is getting bigger, and since there are more people to be reached to sell to, marketing campaigns are getting more expensive. To be able to keep up with the competitors and maybe even be one step ahead, it is very important to have a specific target group. This is because it is less expensive to reach fewer people and because marketing campaigns can be exactly tailored to the needs of target audience, which will lead to a higher return in investment. (Porta.)

To define the right target group, it is important to specifically answer the following questions:

- What am I offering?
- What are the specifications of my product / service?
- What are the age, location, gender, level of income and education, profession, family status, and ethnicity of my target audience?
- What are the personality traits of my target audience? Attitudes, values, interests, hobbies, lifestyle, and behavior?
- What is the biggest problem of my target audience?
- What are the demands, needs, and desires of my target audience?

After those questions have been answered, it is important to evaluate whether the products or services a person wants to offer matches with the target audience, if the target group is fully understood, and if there are enough people within this audience to generate revenue. (Porta.)

Relating this to my services, I am offering digital marketing services as well as business consultation, helping individuals to build a strong online persona. This basically gives some ideas of who my target audience is. The characteristics based on this statement are

people who want to brand themselves or promote their services and products using social media channels and have the financial means to get help. They are people who value their own freedom (based on the wish of being self-employed) and are interested in business and self-improvement. They want to solve the problem of how to present themselves or their products and services online. While this already narrows down the market to business-minded people, it is not specific enough for a target group.

A big part of successfully working with clients is to fully understand them. Being a 28-year-old woman who values education, is interested in social media, and strives towards self-employment myself, I am basically the definition of my own target audience. This gives the key to the missing pieces of characteristics to finalize my target group: age and gender. As a conclusion, my target audience are female millennials.

While experts have different opinions on connecting them to exact years, people who were born between 1982 and 2000 are mostly the ones referred to as millennials. Also known as Generation Y, they grew up with electronics and the internet and are now the most targeted group. Millennials are known for being optimistic, confident, and prone to having a public social life. They have shown to be very tolerant and open to cultures, changes, and technology. Their work needs to be meaningful and interesting, which is why they aren't shy to quit and try different companies and positions. (Rouse 2018.) The focus of millennials lies in the here and now. This results in them being much more open to adventure and risks; especially compared to prior generations that live a more traditional life (Albee 2015, 64). Female millennials in particular are very interested in self-employment. In fact, based on a survey from 2017, 83% of the female millennial participants want to own and build their own business or are already engaged in a side-hustle; a small job next to a full-time contract. Reason being is not because they want to be their own boss, but because it makes family-life easier. (Mikel 2017.)

As a conclusion to these findings, female millennials striving to become self-employed are the perfect target audience for me. Since I have been building my company while studying, I can perfectly relate to the older women of my target group, which will give me an advantage, because I can be authentic when reaching out and consulting them.

2.4 Social Media Channels

Before I explain the social media channels used for this thesis, it is important to understand what social media is. In its simplest form, social media is a collective term for platforms, on which users (private individuals as well as companies) are "social", meaning they are interacting and communicating with other users. The media used are online, so

the content of a conversation or exchange is being sent using the internet. (Coles 2015, 4.) The difference to a webpage is that users of social media pages are the ones that create content, whereas the owner of a webpage is responsible for the available information (Go 2018).

Most social media channels require a user to register and create an online profile. This profile is filled with various pieces of information about the user; the basic are often first name, last name, age, gender, and location. Additionally, users can upload pictures to identify themselves, in case they choose to use a fictional nickname instead of their real name. To log-in to a social media platform and secure the information shared, users need to register with their e-mail address and password. In most cases, registration is free of charge, because social media platforms create revenue by showing advertisements from other companies to the users while they are logged-in. Also, users must agree to the terms and conditions of the platform they want to use, before they can finalize their registration. Image 1 shows the required information to register an account on the social media channel Facebook.

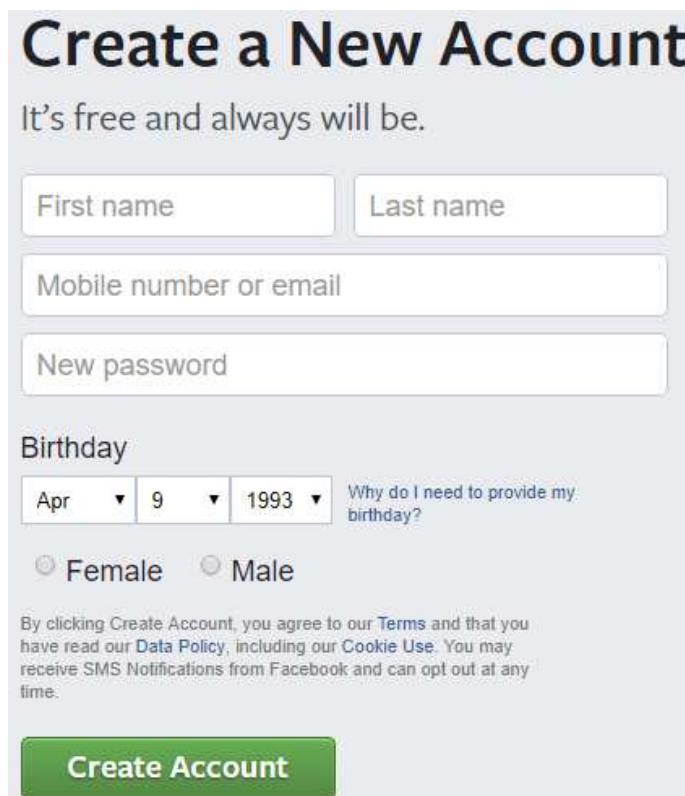
The image shows the Facebook registration form titled "Create a New Account" with the subtitle "It's free and always will be." The form includes input fields for "First name", "Last name", "Mobile number or email", and "New password". Below these is a "Birthday" section with dropdown menus for month (set to "Apr"), day (set to "9"), and year (set to "1993"), accompanied by a link "Why do I need to provide my birthday?". There are radio buttons for "Female" and "Male". A paragraph of terms and conditions follows, stating that by clicking "Create Account", the user agrees to the Terms, has read the Data Policy and Cookie Use, and may receive SMS notifications. At the bottom is a green "Create Account" button.

Image 1. Registration form on Facebook (Facebook 2018.)

What started in 1973 as a basic chatroom from Talkomatic (Lake 2009) evolved over time to a massive movement. Social media is hard to avoid these days, as one can start registering as young as 13 years old. There are countless platforms, which provide users the

possibility of networking and communicating with each other, as well as sharing content and receiving information. In fact, social media reached an extent, where out of the 7.6 billion people living on this planet (based on data from January 2018), four billion people use the internet actively. Out of those four billion users, 3.2 billion people use social media on a daily basis, which grew by 13% since 2017. (Chaffey 2018.) These numbers give a raw, but good overview and highlight how important social media is for both individuals and companies. Companies that want to reach their target audience via social media channels, must research and understand where their targets are present. In my case, the three platforms explained in the sub-chapters are the ones that are in general the ones that are among the most used social media channels globally. The thesis shows that they are also the platforms, on which my target audience is the most active on.

Being able to communicate and research new information on the go, which of course requires a connection to the internet, is an easy way to stay connected. Some social media channels provide new tools and possibilities to avoid traditional ways of communication and give way to new opportunities. Instead of making expensive phone calls abroad, people can chat with each other or even use the online call and video tools free of charge. Sales representatives can pitch their product with videos by first sending them via e-mail to possible clients, which saves a lot of money in travel costs. Those are just a few examples of what social media can do. (Coles 2015.)

So, why should I as an entrepreneur use social media to promote my services? First of all, because that is where my clients are. Users and potential customers are online, interacting with each other and searching for information. The second, more important, reason is: if I'm not interacting with them online, my competitors will. And not only will they communicate, but also give the information my target group is looking for and commit them to their brand. (Bolsinger 2018.) Thus, it is very important to understand, what social media is, how it works, and which channels are the best to reach my target audience and promote my services.

2.4.1 Facebook

"If Facebook were a country, it would be the world's 3rd largest (after China and India) and 3.5x the size of the U.S. population" (Bolsinger 2018).

Facebook is the biggest social media platform on the internet. Based on the latest published statistics, Facebook had a count of 2.13 billion active users in the last quarter of 2017, of which 1.4 billion logged in and uploaded a total of 300 million pictures daily (Zephoria 2018). It was created in February 2004 by Harvard student Mark Zuckerberg.

His original idea was to have a platform, on which local students could connect with each other. It took off internationally with other universities during the same year and was made accessibly to non-students as well globally in 2006. (Boyd 2018.)

These days, Facebook is a platform, on which users can share information, upload pictures and videos, and build new friendships. The user has the possibility to share content publicly, privately, or to themselves only. To share information with friends, user accounts need to be connected with each other. "Being friends on Facebook" means that two people have connected their accounts by accepting a one-click invitation to do so. Content can also be shared in private chats, group chats, or groups. In groups and group chats, users can share information with other people they aren't friends with. In addition to sharing information, people can follow companies or events and public figures, such as bands or actors, to get the latest updates. Every registered user has its own Facebook wall, on which content can be published as a so-called "post". Image 2 shows an example of a post and user interaction in the comment section below. The pink heart on the right side of each comment means that the publisher, in this case Erin Henry, has read the comment and personally added a heart.



Erin Henry
 Administrator · 7 Std.

One of the most common questions that I get is how I manage to create so much content consistently.

People always seem to want to know how I stay organised and motivated to show up on the podcast, YouTube channel and social media all while being a one-person show.

I am not going to lead you astray and say that it is easy or that I have some magic formula for consistently... because the very unsexy truth of the matter is that, just like Nike says... I just do it. ... [Mehr anzeigen](#)



Gefällt mir

Kommentieren



35

[6 weitere Kommentare anzeigen](#)



Kerry Baker Great post! Time is always an issue for me, I'll be listening to the podcast today 😊 thanks for all the fab content you put out, I find it very inspiring. X

Gefällt mir · Antworten · 5 Std.

 1



Harshita Srivastava The only person that cares about your excuses is YOU. Get emotionally attached with your work. Thank you for the hard-hitting talk. Inspired more than ever!

Gefällt mir · Antworten · 1 Std.

 1



Erin Henry hat geantwortet · 1 Antwort

Image 2, Facebook post by Erin Henry and user interaction (Erin Henry 9 April 2018)

12

For private individuals, Facebook offers an easy and attractive way to stay in touch with other people and getting the latest news about things they are interested in.

For companies, Facebook has become a new way of reaching potential customers, building brand awareness and selling products. Facebook Ads is a tool, with which companies can pay to create specific campaigns by using users' activity and demographic information. The benefit of this way of advertising is that the company can immediately interact with its target audience, to answer possible questions and commit clients. (Simply Measured.) In addition, Facebook live is an interactive live broadcast, during which users can ask questions. This also gives the possibility for Q&A, replacing webinars. Referring to Linda Coles, Facebook replaces networking events, phone calls, newsletters, and a static website. (Coles 2015, 4).

Overall, Facebook is a great platform to connect. Since billions of people and companies are registered and publishing content, it's ideal to stay in touch with people and companies and get the latest information.

2.4.2 Instagram

Instagram was introduced to the world in 2010 as a start-up project. It's a free mobile phone application, which creates a platform for registered users to upload images. The features that made Instagram attractive from the get-go were the possibility of layering filters over pictures and individually editing them before publishing. Millions of people quickly started using the application. This led Mark Zuckerberg, founder of Facebook, to buy Instagram for one billion US dollar only two years after its launch, despite the fact that it hadn't generated any revenue yet. (McAlone 2016.) A clever move, since Instagram has become "one of the fast growing" apps (fifteen 2017).

Users can also upload short videos with a maximum length of 59 seconds. Programmed filters that come with the app can be applied to the videos to change the color or add effects. The so-called "feed" acts a collection of the uploaded pictures and videos per user. They are being displayed in a grid of three square-shaped pictures per row. In addition, the feature "Instagram Stories" was added in 2016. People can upload pictures and short videos and share them with their followers. These uploads disappear after one day and can't be seen anymore. (Mark Zuckerberg 2 August 2016.) In 2018, Instagram introduced their "animated gif" feature, which can be added to Instagram stories and make the content more entertaining. Filters can be applied, as well as text in different fonts, location, and watermarks. (Instagram 2018.)

Instagram has grown into a platform that lets users connect with friends, family, stars, and companies. What is called “to-be-friends” on Facebook, is “following” on Instagram. By clicking the link on a profile, a user wants to follow, s/he will have access to the publisher’s content, once the publisher has accepted the request. Some publishers, also called Instagrammers, may have the setting to let anybody follow their account. Users can not only follow people, but they can also search for certain content via hashtags. A hashtag is created by adding # in front of a keyword without a space. This creates a hyperlink which links every content into one feed. Once a user searches for a particular keyword, the search field leads him/her to a feed which shows all the pictures and videos uploaded using this hashtag. (Osman 2017.)

Image 3 gives an example of what an uploaded picture can look like. As already mentioned, pictures will be collected in the Instagrammers’ profile. Once a picture has been uploaded, it will appear on the user’s news feed. A news feed is a section of Instagram, where the user can see fresh content from the Instagrammers and hashtags s/he is following. Users can show that they like a picture by either double-clicking it or once hitting the heart below the picture, which will then turn pink. They can also comment a picture in the comment section below the picture or share the picture by sending it to another registered user by clicking the paper plane icon. Pictures can also be saved by clicking on the bookmark on the right sight below the picture. Instagrammers usually write a small text to describe the pictures and use hashtags to create a hyperlink to their content.



Image 3. Instagram post and interaction by Erin Henry (Henry 2018a)

While private individuals use Instagram to watch pictures, companies have started to use the reach of Instagram to for their marketing purposes. As on Facebook, information from registered users can be used during paid advertising campaign to reach the desired audience. Successful advertising has switched from text to visual quickly, since visuals have a faster and greater impact on the viewer. This is simply, because they reach the brain faster and more coherently than textual information can. (eyeQ 2017.) Companies use this knowledge and upload appealing images and short videos on Instagram to reach their target audience.

With its constantly upcoming features, Instagram is steadily growing when it comes to registered user count as well as published content that is widely used by both individuals and brands.

2.4.3 YouTube

YouTube was founded in 2005 by three co-workers, who wanted a platform on which they could upload and share videos. It quickly became one of the fastest growing websites (O'malley 2006) and is nowadays the second biggest search engine right after Google. While users have different needs when visiting the platform, video content reaches from education, music videos, and news to exercise lessons, commercials and gaming videos. In the early days, uploaded videos were of poor resolution and quality. They seemed rather spontaneous and unprofessional at the beginning. Nowadays, individuals make careers on YouTube and earn their income via uploading videos on their so-called "YouTube channel". This profession is called "YouTuber". Videos of professional YouTubers are of very high quality. Creating a video usually involves a manuscript, a camera that can record in high resolution, a microphone for clear audio sounds, and / or a lighting-set-up, to name a few basics. (Schofield 2016.) Videos are being pre-produced and published based on a schedule, which can be seen as watching your favourite TV show every Thursday at 8pm (Robley 2016).

Private individuals use YouTube to entertain or educate themselves. They can register for free to the platform, but can also watch videos without having an account. Via a search field within the platform, they can type in keywords and get to choose which video they want to watch based on the search results. If people like one or several channels and don't want to miss upcoming videos, they have the possibility to subscribe to a channel with their account. This way, they can get notified once a video has been uploaded. (YouTube). In addition, they also have the possibility to give feedback to the publisher by clicking a button with a thumbs-up icon to show that they liked the video or contrarily click a button with a thumbs-down symbol to indicate that they didn't like the content. Users can also interact with other registered viewers in the so-called comment-section. They can leave their own thoughts and reply to what other people have written.

Image 4 shows the user-surface of YouTube while watching a video on a laptop- or computer-screen. The video itself can be stretched to full-screen. Below the video, the user can see the video title, as well as the amount of views the video has received so far. On the right side below the video, registered users give the videos a thumbs-up or -down. In between the video and the comment section is the info box, in which YouTuber give a summary of the video and additional information, e.g. links to used products or business contact information.



HOW TO PLAN YOUR DAY WITH A DIGITAL CALENDAR

6.326 Aufrufe

381 4



Erin May Henry
Am 13.03.2018 veröffentlicht

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Öffentlich kommentieren...



Von Erin May Henry angepinnt

Erin May Henry vor 3 Wochen

I would love to know, do you use a digital or manual planning method? X

7 7 ANTWORTEN

Alle 7 Antworten ansehen



Alaina Nicole vor 3 Wochen

I'm such a pen and paper girl! But I need to try and make this switch haha

7 7 ANTWORTEN

Image 4. YouTube video, info box and interaction by Erin Henry (Henry 2018b)

Companies and entrepreneurs these days are open to promoting their products and services in video-format. Visuals are proven to build trust and help potential clients towards a positive buying decision. Thus, especially promotional videos are small movies of high quality. (Jandhyala 2017.) Overtime, YouTube has started to replace traditional ways of communicating with and reaching potentials clients, such as F2F demonstrations, newsletter, and phone calls (Coles 2015, 4). Just as Facebook Ads, companies can promote themselves on YouTube with paid campaigns. To do so, they use the activity and demographic information in addition to language and interests of registered users and show them commercials in form of pre-rolls. Those are short clips with an average length of 10

seconds which are being played before the actual video a viewer wants to watch, starts. Viewers can skip these videos after five seconds. (Carter 2018.)

Whether or not users want to solve a problem, kill some time, or educate themselves, YouTube has become a go-to social media platform, on which people spend a lot of their free-time. With an average of 300h of videos being uploaded every minute, YouTube sure is growing platform that offers big opportunities for both private users as well as companies (Donchev 2018).

2.5 Market Sector

Now that social media and its most powerful channels are for my business are defined, it will be easier to understand the market sector of my company.

The market sector, in which I place my services, is marketing. Over the years, it has received various definitions. Even Philip Kotler, the “Father of Modern Marketing” (Skaf.) has published different explanations of marketing over the many decades of his career. These days, marketing can be bluntly described as giving consumers the right reasons to choose your product or service over the one of the competition. In a broader sense, marketing involves the steps of creating a product, identifying its target market, and promoting the product on the right channels to convince the target market to purchase the product or service. (Lake 2017.)

2.5.1 Digital Marketing

These days, marketing can be divided into traditional and digital marketing, which both have their own segmentations. Traditional marketing resolves around using specific channels to promote a product or service, such as newspapers, magazines, radio, and TV. (Lavinsky 2013). However, marketers started to adapt to technological trends, which eventually opened the door for digital marketing. The internet is the main platform for this kind of marketing. Advertisements can be found in forms of blog posts, banners, e-mails, or videos on various channels, such as Facebook, amazon, or any other website that uses online advertisements to generate revenue. With the expansion of the internet and its available platforms, digital marketing became more complex. Thus, service providers are now specializing in an area and focus their services on parts of a marketing campaign that can be easily combined with others, such as creation of visual or written content, digital ads, or picture editing. (Ghattas 2018.)

Advertising on an online platform is the key component of digital marketing. Promoting ones' service or product can be done using different sorts of media. The three types of media are paid, earned, and owned media. Paid media consists of all forms of advertisements, such as affiliate marketing or paid search results. They are applied to pay for traffic and the promotion of a product or service to the target group. Earned media on the other hand are a result of working with companies. The aim is to increase awareness of the brand, which can be done achieved by word-of-mouth, recommendations by other companies or online-influencers and public appearances. The last form of media is owned media. All content that a person has created and hasn't sold to another person, is her / his digital property. Owned media can be a website, mobile apps, blog posts, or eBooks. These forms of media can be applied individually, but are more successful when combined. (Chaffey & Ellis-Chadwick 2012, 11.)

Digital marketing is thus a form of marketing that, when executed properly, can help a company, brand or individual to market their products or services online.

2.5.2 Content Marketing

Content marketing is the creation and consistent distribution of valuable content to a target audience online. The difference to other forms of marketing is that content marketing focuses on creating valuable and relevant content that aims to create and improve brand awareness and a positive image over trying to increase sales or promoting a product. (Steimle 2014.)

To reach the target audience and convince them about the quality of a product or service and the brand itself, content needs to be easy to find, educate, entertain, and persuade the customer as well as tell a story, and make the customer want to share the content. Educational and persuasive content will help the customer to understand why s/he needs this product or service and why it is better than the one of the competition. This is best done by presenting content in an entertaining and story-telling way, which makes the product / service attractive to the customer and more relatable to the customers every-day life. If the content has managed to achieve all these criteria, the customer is more likely to share the information received with family, friends, and peers, which helps the product to receive word-of-mouth recommendations as well as to create brand awareness. (Diamond 2013, 43/44.)

The crucial parts of content marketing are timing and place. The most well written text or creatively edited video can't perform the way they are supposed to, if they aren't being

published at the right time and on the right channel. Thus, scheduling content and knowing where the target audience is active are an important part of content marketing. Followers expect an online-influencer to publish new and interesting content on a consistent basis, e.g. a new YouTube video once a week. If an online-influencer can't keep up putting out content, he might lose her / his followers and customers to the competition. (Walters 2017.)

From personal experience, I find it best to create an editorial calendar (a document that serves as an overview of when content is planned to be published) and plan content at least three months ahead. This will help to reduce stress on what to publish next and keep an overview of the topics that have already been covered in older publications as well as what hasn't been planned yet. Using an editorial calendar can also save a lot of time. This is mainly because similar content can be produced at the same time. As an example, YouTubers like to have recording days, on which they shot as many videos as they can. Then they plan one or two days a week which they spend editing their videos. On the rest of the days, they work on other projects, social media channels, or marketing. This saves time because they bundle the same tasks together. (Walters 2017.)

Using an editorial calendar is also important to prepare for different seasons and holidays. This way, possible collaborations with other companies can be planned and marketing campaigns can be created in a more festive way that matches the upcoming celebrations. (Walters 2017.)

Content creation also includes analyzing the target audience, researching the latest trends, using the latest technology. Content needs to stay relevant and be adjusted to the demand of the target audience. Thus, it is a content creators job to stay up-to-date in all things digital marketing.

Overall, content marketing has many facets that need worked on in order to execute a successful content marketing strategy.

2.5.3 Influencer Marketing

Another form of marketing that is getting more and more popular is influencer marketing. Most people misunderstand its basic concept with the term "online-influencer". Thus, it is why it is important to elaborate on it to understand the difference between an influencer and an online-influencer. This will prevent misunderstandings throughout the thesis.

Influencer marketing is the way of sharing the audience of an influencer to promote a product or service or create awareness. Before social media, influencers were people that had an influence on others and were willing to promote another company or person for a certain value, e.g. money or exposure. Online influencers are not too different from influencers, but the difference is important. An online influencer, as the name says, can be found only on online platforms, such as social media channels or blogs. They have gained a certain number of followers and created an environment of trust. Brands thus started to benefit from the trust between an online influencers and her / his audience. (Steffens 2017.)

Influencer marketing can be the go-to marketing strategy for brand, simply because it works. Millennials switched from watching TV to social media channels; YouTube in particular. This made it harder for companies to reach this group of people. They needed to find and reach millennials, where they are most active. This is where influencer marketing came into being. (Influencer Hub 2018b.) Followers trust influencers more than brands and are thus more likely to make a positive purchase decision. Yet, some followers might not like this way of marketing. Not every influencer stands 100% behind the product or service s/he is promoting, which is why influencer marketing has started to receive negative connotations over time. This is where viewers started to differentiate between an influencer and an online influencer. They consider influencer as people who influence people's purchasing behavior, whereas online influencers mainly influence people's mindset and aim at helping people to improve themselves. In this sense, I use the term online influencer throughout my thesis as someone who is publishing content on social media to change people's way of thinking with their content. Of course, they, too, promote products and services, but those are aimed at improving people's mental states. (Influencer Marketing Hub. 2018.)

2.6 Self-branding

Since I am an entrepreneur who is working online, I need to promote not only my services online, but also myself. And this is where personal branding comes into place.

First of all, it is important to understand, what a brand is. As commonly understood, a brand is a collection of physical things, people, or emotions a person thinks of when hearing a specific word. (McLaughlin 2011.) To name a few, people think about passion for sports and achieving goals when they hear "Nike" (Villafañe), about delicious coffee and nice coffee shops when they hear "Starbucks" (Mehrotra 2015) or about burgers and fries when they hear "McDonalds's" (Agius & Patel).

When individuals want to brand themselves, they are striving towards this concept: creating an image of themselves that will instantly come to mind when people come across their name. One of the best examples of a person as a brand is the late Steve Jobs. Whenever his name comes up, most people think of his success. How he made Apple a household brand and changed their marketing strategy by selling the “why”, not the “what” of a product. (Villafañe.)

William Arruda (Arruda 2014) summarizes building ones’ own brand in three steps:

1. Know yourself
2. Show yourself
3. Grow yourself

Step 1 is about getting to know ones’ own strengths and weaknesses that need to be worked with. Which characteristics or skills make the person unique and thus stand out from competitors? What are the products or services that the person wants to offer and how can he add a personal touch? Once those questions have been clarified, it’s time to move on to the second step and put yourself out there. These days, social media channels are the go-to solution for most people to introduce themselves to the world. Continuously publishing interesting and relevant content is the way to stay in people’s minds. Over time, people will start to associate a person with certain aspects. Then, the person in question has managed to successfully self-brand her-/himself. Staying relevant is the crucial part of self-branding and takes place in the third step. Self-branded people need to go with the time and follow the needs and demands of their target audience. Whether it be new trends or technology, constant education and implementation of this knowledge is what keeps a brand alive. (Arruda 2014.)

In order to differentiate myself from my competitors, I will be self-branding myself by using the three social media channels Facebook, Instagram, and YouTube. I am following many individuals on these channels who have successfully build a career by branding themselves and their products and services and thus know that is possible with great and consistent content output.

3 Analysis of the results

The answers from the online survey I conducted is being treated as the main source of information to later on conclude the thesis, as they are not only the most recent information, but they also come directly from my target audience.

The survey was published on my personal Facebook wall as well as two Facebook groups. The Facebook groups used are groups that are formed by women who either want to learn about business and social media marketing or mind-set and self-improvement. Most of the members are female millennials which is why I consider these groups to be the right place to publish my survey. I also promoted it once on my personal Instagram account to get some additional answers. My goal was to get as many answers as possible until I would start the analytics part of the thesis. However, the participants' responses seemed to quickly repeat themselves which is why I stopped promoting the survey after only one week.

3.1 Research questions

The research questions help to gather information by finding the core of proper content planning. Using a survey to collect quantitative data is the most suitable way for this thesis. By letting my target group answer specific questions about their activity and expectations, I learned about the latest statistics in terms of their behavior. This makes it easier to gather measurable information from many people at the same time and translate these answers into numbers. To analyze the difference in content planning for chosen social media channels questions, this chapter not only analyzes empirical data, but provides thorough comparison with social media statistics. To do so, it is essential to first formulate the research questions along the three crucial key factors: *Where? What? When?*

To know *where* my target group is most active, I research information based on frameworks and where female millennials statistically spend most of their time when using social media. In addition, I include a forecast and ideal outcome for my company, based on my observations over the years and my personal preference of using social media. This information will then be compared to the results of my survey.

In the same manner of finding out *where* female millennials spend most of their time on social media, I research and analyze *what* kind of content they are looking for per channel. This will not only help to get an understanding on whether I need to produce written over visual content, but also if there are areas that I need to improve myself; e.g. if visual content is highly wanted, I need to improve my photography and picture editing skills.

Once I know which content to create and where to publish it, I need to know *when* to publish the content my target audience wants to see or read. To get this information, I research statistics, analyze the results from the survey as well as give my personal forecast. Knowing on how many days a week content is expected is a vital information in the content planning process. The more content I need to publish the more difficult is the planning and creating process. This is because each post needs to be interesting to keep my target audience committed. Thus, it gets more difficult to publish relevant content with the amount of content that is wanted.

Combining all results from the research and the survey will create a suitable base to plan content for my social media channels.

3.2 User demographic

First, I discuss my findings related to the demographic of the participants. The two characteristics that are important factors of my target group are gender and age. Relating this information back to what was explained in section 2.4 “Social Media Channels”, the more defined my target audience is, the easier and less expensive it is for me to reach them to promote my services when e.g. using Facebook Ads.

Overall, I received 103 responses, out of which 77 belong to my target audience. Participants had the possibility to give information about their age and gender. This helps to filter all answers to my target group and thus excludes from now on responses of male participants as well as female participants who are younger than 20 years old or older than 35 years old.

The number of male participants in my survey is relatively small. Reaching about 13%, only 13 men participated in my survey. This is, however, not unexpected, since most of my Facebook friends and the participants of the groups that I used to promote the survey are female. Accordingly, 90 people who answered my survey, are female, which is a total of about 87% of all survey participants.

Figure 1 shows the age distribution of the participants in my target group. 86% are in their 20s and 14% are between 30 and 35 years old.

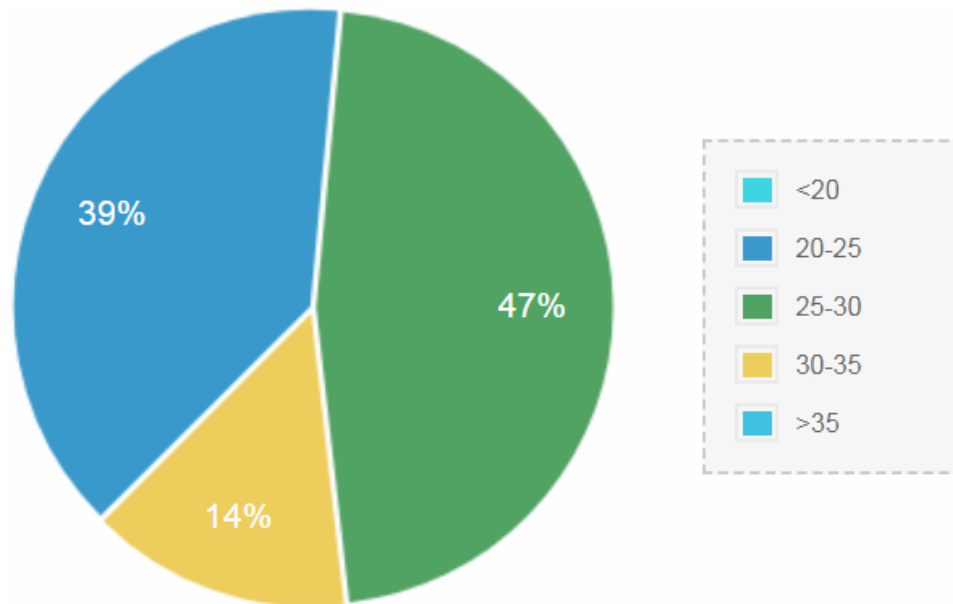


Figure 1. Age distribution as percentage of target group

Having answers from so many women in their twenties gives an interesting inside into the behavior and expectations of women who are either studying to get a degree or are working in their first jobs. In both cases, these women are relatively young in the world of business and open to explore new things. However, this thesis treats all female millennials the same. I would to choose in the future to focus on female millennials of a certain age group, I could filter the survey again based criteria.

3.3 Activity and expectation towards social media channels

Once the target audience has been clarified, it is important to know where to find and reach them and what they expect to read or watch when using social media platforms. This helps in getting an initial understanding on which platforms are important and whether or not it is necessary to improve one's knowledge on how to use these platforms.

3.3.1 Research results

The first part of the survey revolves around users' activity and expectations towards social media channels. I want to find out, which social media channels female millennials are most active on, if they expect online influencers to be on one channel or several, and how much new content they expect to receive on a consistent basis.

To get answers to these issues, the first question is about finding out the most used channel. To narrow down the answers and make the analytical part easier, I let the participants choose their most used channels out of six popular social media platforms, namely: Snapchat (or Snap), YouTube, Pinterest, Instagram, Twitter, and Facebook. In addition, users

could pick the option “other” and give a written answer. I also added the option of giving information, in case a participant doesn’t use social media.

As a result, Figure 2 shows clearly the three most used channels. 90% of the female millennials in this survey use Instagram, closely followed by Facebook with 82%, and YouTube with 48%. The rest of the channels are used by between 10-17% of the participants. 6% wrote that they use LinkedIn or Tumblr most often.

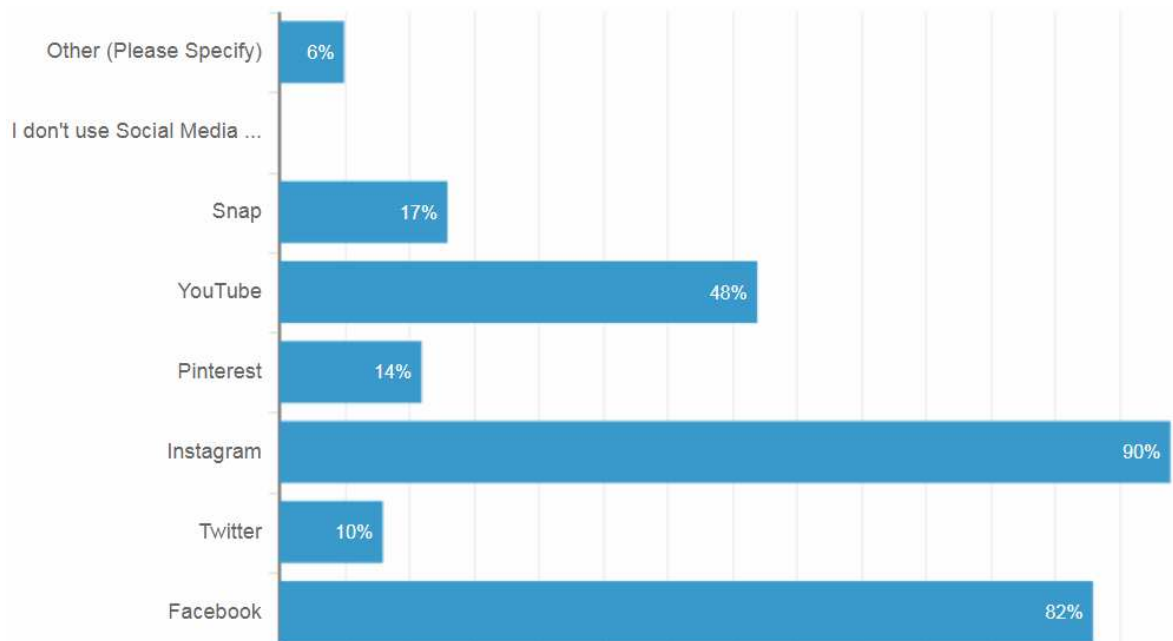


Figure 2. Usage of social media channels by female millennials

Figure 3 shows the preference of user when it comes to receiving content. A total of 86% of the participants say that they enjoy content from one online influencer from several channels, whereas only 12% state that they want to get their content from just one social media channel. The leftover 2% of the participants don’t use social media channels.

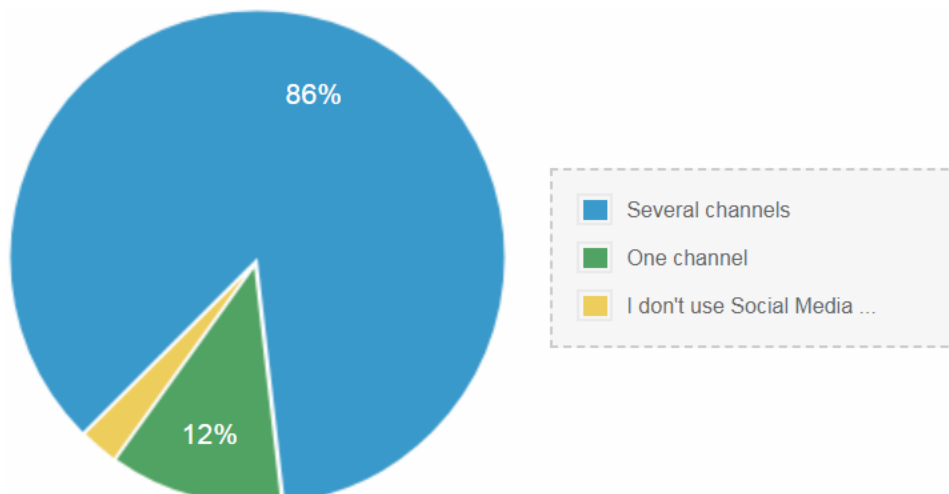


Figure 3. Female millennials' preference when using social media channels

Based on Figure 4, I asked participants whether they expect online influencers to be present on several social media channels and create various types of content. Only 61% expect an influencer to be active on several channels. This is surprising, because the preference and actual demand differ by 25%.

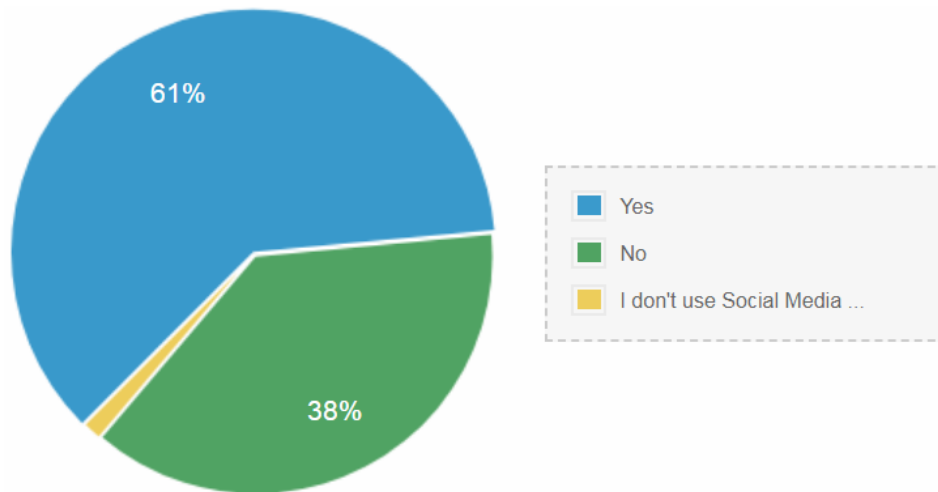


Figure 4. Female millennials expecting online-influencers to be present on one channel

Moving on to the next question, I want to know how many posts the participants expect, if an online influencer is using only one platform. Figure 5 shows that 40% and at the same time most of the female millennials prefer to read or watch new content 2-3 times per week. 26% enjoy news and updates 4-5 times a week and 21% daily. Only 12% of the participants are satisfied with being updates once a week.

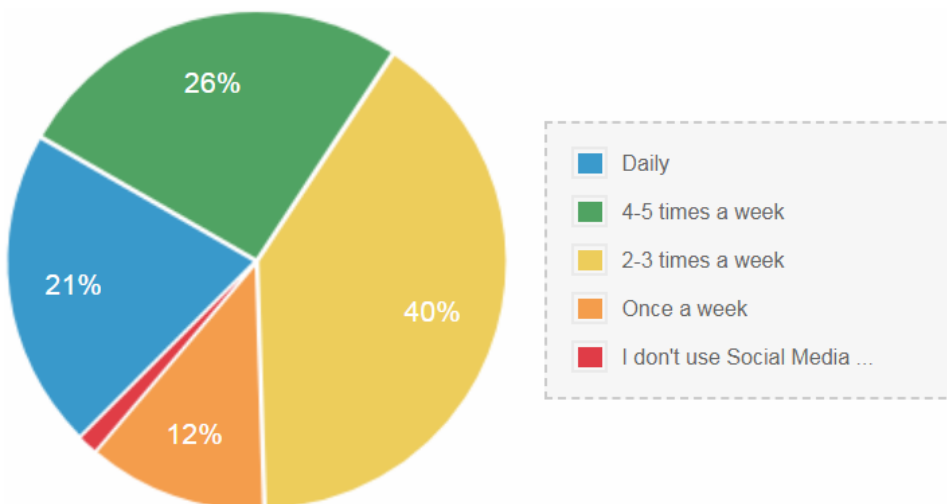


Figure 5. Female millennials expecting updates, when an online-influencer is using one channel

In comparison to Figure 5, Figure 6 shows the user expectation towards content output if an online influencer is active on several channels. 36% want new content 2-3 times a week, 31% 4-5 times a week, 22% daily, and 10% once a week.

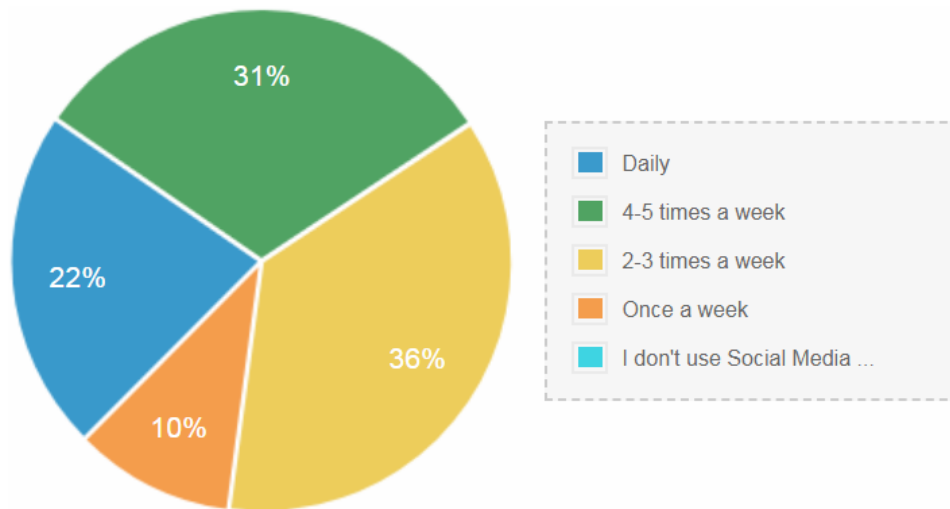


Figure 6. Female millennials expecting updates, when an online-influencer is using several channels

These questions helped the participants to warm up and complete the first 33% of the survey.

3.3.2 Key findings of user activity and expectations

Social media is a force that is hard to avoid these days. Based on the latest research from March 2018, 3.2 billion people use social media (Chaffey 2018).

Facebook is after the Google the second most visited online platform, followed by YouTube on rank three (York 2017). The following information provides a good overview on the basic facts for the social media channels.

- 1.4 billion users log-in into Facebook daily, out of which 53% are female.
- 87% of all Facebook users are millennials. (Aslam 2018a.)
- 100 million people use Twitter every day, out of which only 21% are female (Aslam 2018b).
- 30 million people watch videos on YouTube every day; only 38% of them are women.
- 50% of all millennials prefer watching YouTube over TV and 37% tend to binge-watch. (Aslam 2018c.)
- Snapchat has a total of 187 million daily users, out of which 70% are women and 71% are younger than 34 years old (Aslam 2018d).
- 500 million people use Instagram and 300 million people use Instagram Stories every day, with 68% of all daily users being female and 59% between 18 and 29 years old (Aslam 2018e)

- Pinterest is visited daily by two million people out of which 81% being female (Aslam 2018f).

Weighing these numbers, Facebook is the most used platform with approx. 616 million female millennials using it every day. In descending order, the most used social media channels should be Instagram with 201 million, Snapchat with 93 million, Twitter with 21 million, YouTube with 11.4 million and Pinterest with 1.6 million users of my target group.

As for the expectations of female millennials towards where online influencers should be active, research shows that users want to receive content from a person or brand from several channels. This is because every channel has its own way of publishing content, e.g. videos on YouTube, and users use this fact to consume content the way they enjoy it most. (Procházka 2012.)

In addition, most studies show that followers want to receive new content at least once a day. This is an average number, since it highly depends on the channel used. Whereas the recommended number of tweets per day is 15, the average YouTuber uploads one video a week. (Ellering 2017.) Thus, a combination of social media channels can satisfy the demand and allows an online influencer to post new content every day without risking over-exposure.

The ideal outcome of this part of the survey would be that my target audience wants to follow online influencer on Facebook, Instagram, and YouTube and want to receive new content daily. I would like to publish my content on three social media channels daily on Facebook, YouTube, and Instagram. The first reason is that the content that needs to be created for these platforms are different and thus need a lot of creative work. I can brand myself by using text as well as different visuals. I can thus incorporate my creative hobbies into my daily work. Secondly, those three channels are the ones that I use most and are thus the most familiar with. Being a follower of online influencers myself and thus a part of my target audience, I can relate to what other female millennials are looking for and what kind of content gets the most attention. Lastly, I enjoy receiving content in different ways and would like to re-create content I see for my own business. This will be analyzed in more detail in the section of each social media channel.

Contrary to the social media statistics, female millennials use Instagram more than Facebook based on the survey results. 90% of the participants use Instagram. However, Facebook is, being used by 82% of the participants, still a very important social media channel

to consider when trying to reach a target audience. YouTube ranks with 48% usage as the third most used channel among female millennials.

A total of 86% of the survey participants stated that they enjoy receiving new content from several social media channels. 61% expect an online influencer to use multiple accounts, which is why at least Instagram and Facebook should be used for promotional and branding purposes. On average, female millennials expect new content from an online influencer four times a week.

I am happy with the overall outcome, but I would've wished for YouTube usage to be higher. I want YouTube to be the channel where I publish my most valuable content, educational and entertaining videos, because it's where I learn the most about business and mindset and where I interact the most with like-minded people. Based on this statistic, my target group prefers Instagram and Facebook over YouTube, which means that, in order to be able to stick to my plan, I have to promote YouTube on those two channels to make them come watch my content.

3.4 Facebook

The first social media channel which will be analyzed is Facebook. With 73% of all women on the planet using Facebook (compared to 66% of all man), it is an important platform and should be considered in any online marketing plan (Zephoria 2018).

3.4.1 Survey results

This part of the survey shows, what exactly users are looking for when they are using Facebook and how often they expect new content.

First, Figure 7 shows that, with 48%, most participants use Facebook to receive updates and announcements from family members, friends, companies, and brands. For 29%, Facebook serves as a tool to entertain themselves and kill time. 10% use Facebook to educate themselves and 4% seek motivation and inspiration. 6% of individuals said that they use Facebook mainly for events, to network, and to stay in touch with friends. Only 3% said that they don't use the platform at all.

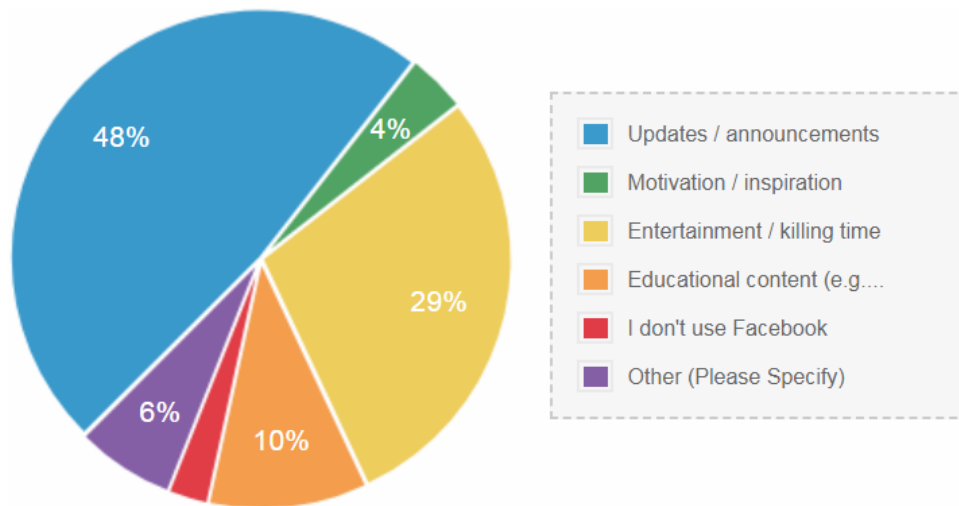


Figure 7. Female millennials' content expectation on Facebook

I then asked how often the participants expect new content based on their expectations. The results can be seen in Figure 8. The majority of participants want to get updates several times a week: 34% 2-3 times a week, 26% 4-5 times and 6% want daily news. For 30% of the female millennials, news once a week is enough.

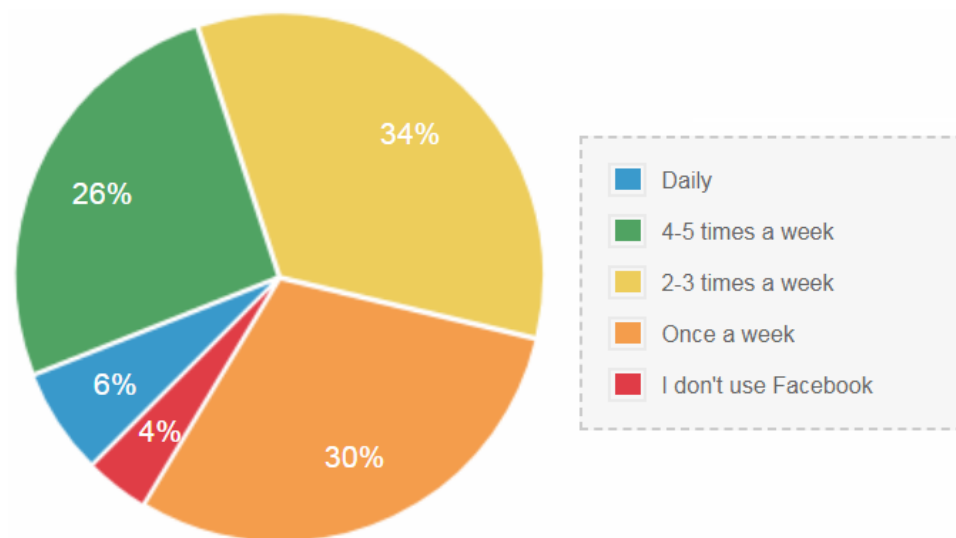


Figure 8. Female millennials' expectation towards content output on Facebook

Facebook seems to be very popular among the participants. They want to receive important announcements via Facebook several times a week to stay up-to-date with the latest happenings.

3.4.2 Analyzing Facebook results

As I have read many articles and books related to the optimal frequency of posting on Facebook, I found out that even experts seem to have different opinions on the matter. Daria

Marmer from HubSpot recommends 2-5 posts a week (Marmer 2017) whereas Neil Patel wrote in his article for Forbes magazine that it totally depends on the number of followers and that 1-5 times a month can be enough to stay connected with the audience (Patel 2016). Based on the survey results, Daria Marmer is closer to what female millennials expect when using Facebook. Most of the survey participants, namely 66%, want to receive news and updates several times a week. Only 30% say that updates on a weekly basis are enough. Thus, Patel's theory doesn't comply with my target audience.

When it comes to knowing what women are looking for on Facebook, experts seem to share a more similar opinion. As women want to stay in touch with their family and friends, they like using Facebook to share what's happening in their life as well as reading what everybody else is experiencing. Thus, updates and announcement are the most important aspects for women to use Facebook. They want to socialize and communicate and stay connected with the people that matter to them. (Goudreau 2017.) Compared to the average man, a woman posts 55% times more often and has 8% more friends on Facebook (Grant 2017). These statistics go hand in hand with outcome of the survey: 48% of my target group states that they use Facebook to stay up-to-date with their family members, friends, companies, and brands.

Relating this to my ideal outcome, it is exactly what I am looking for. I am planning to post 2-3 times a week on the Facebook wall of my company as well as in the Facebook group I want to create, to make room for more creative posts on other social media channels. This will keep Facebook as clean as possible and create a better overview and room for conversations with my followers. I want to give them the possibility to share their content in the Facebook group and interact with me and my followers. This will emphasize the social aspect of Facebook.

3.5 Instagram

Being the fastest growing visual platform, Instagram is extremely popular amongst female millennials and will also play a vital part in marketing my services (Debroff 2017).

3.5.1 Survey results

Figure 9 shows that almost half of the participants, 47%, use Instagram as a source of motivation and inspiration. For 30%, scrolling through their news feed is a way of killing time and entertain themselves. Each 6% of the female millennials say they either use Instagram to receive updates and announcements or don't use it at all. 3% state that they

use it to educate themselves. The left-over 8% write that they use Instagram for all the mentioned possibilities, art, photography as well as other hobbies and interests.

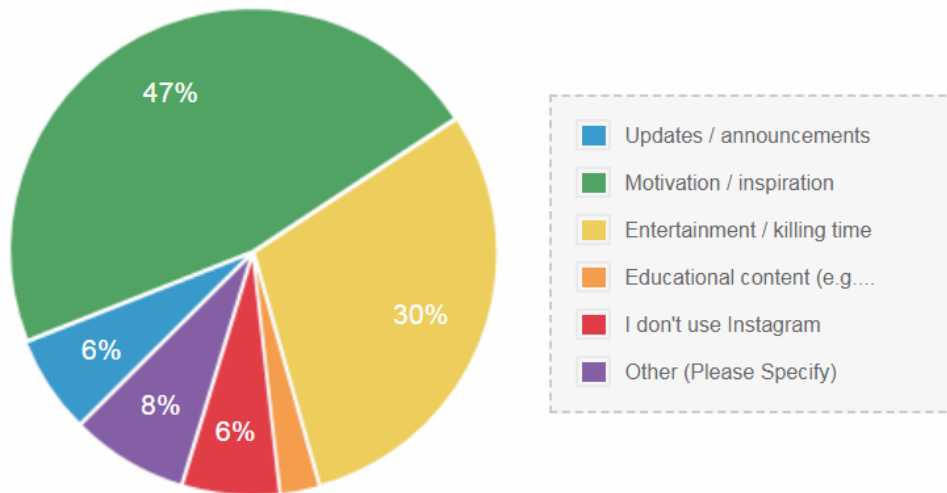


Figure 9. Female millennials' content expectation on Instagram

The next and last information I need from my target audience is to know how often they expect an online influencer to post new content on Instagram. In Figure 10, we can see that 90% of the participants want to see new pictures several times a week: each 30% want to be motivated daily, 4-5 times and 2-3 times a week. Only 6% expect new content once a week. The remaining 4% don't use Instagram.

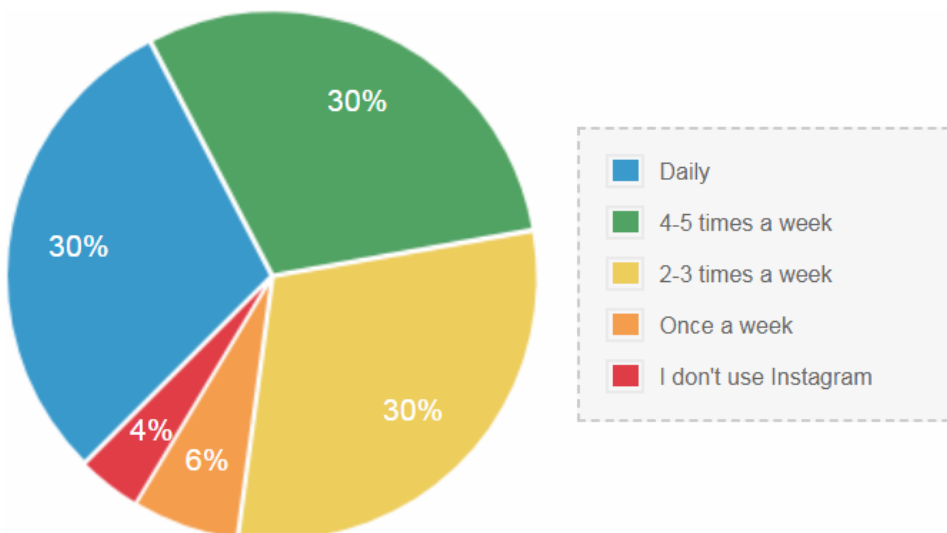


Figure 10. Female millennials' expectation towards content output on Instagram

What's interesting about the percentage towards Instagram Stories is that it increased for both the daily and once a week options. Figure 11 shows that 34% of the participants want to get daily information and 17% only once a week. An average of 22% each want to be motivated via Instagram Stories 2-3 to 4-5 times a week.

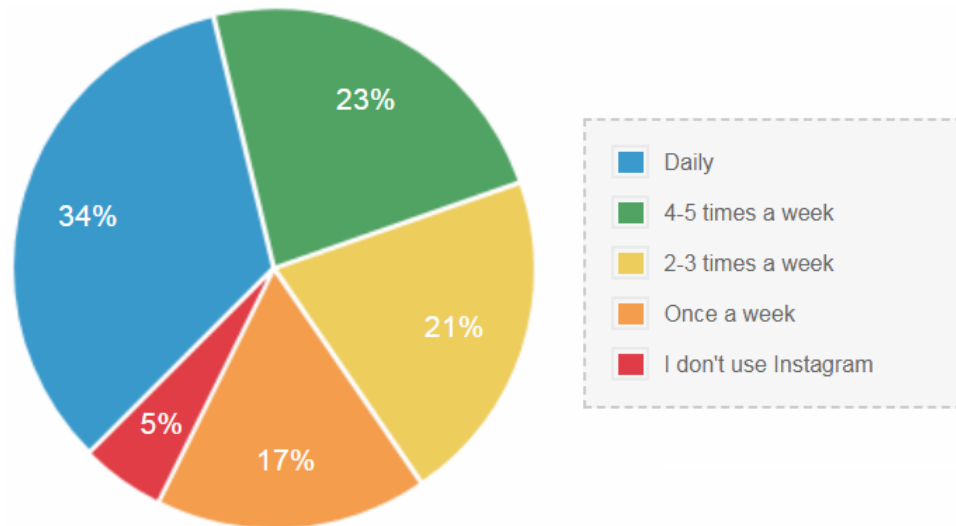


Figure 11. Female millennials' expectation towards content output on Instagram Stories

Overall. Female millennials are looking to be motivated and inspired by Instagrammers several times a week on both their news feed as well as on Instagram stories.

3.5.2 Analyzing Instagram results

Visual social media channels seem to be very popular among female millennials. Out of the 58% of registered female users on Instagram (Grant 2017), at least 80% of them enjoy posting pictures of their experiences as well as current happenings. 61% of all millennials created an Instagram profile, on which they frequently share pictures. Being surrounded by social media and the content of other people, creative pictures and beautifully edited images inspire female millennials to recreate these posts themselves. Food, fashion, and travel related pictures as well as selfies are the most common pictures to post. Lifestyle is also an upcoming trend. Instagrammers showcase their lives in the best way, which motivates other users to higher their standards or, on the other end, lead a more minimalistic life. In any case, users are searching for new ways on Instagram that motivate them to improve their way of living. (Debroff 2017.) This framework matches the results of the survey. Most female millennials at 47% state that they use Instagram to find motivation and inspiration for their lives. What shouldn't be neglected are the 30% of women who use Instagram mainly to entertain themselves and kill time. I conclude that published content on Instagram should always have entertaining aspects; either in the picture or videos itself, or the text below the post.

Referring to social media expert Neil Patel, there is no perfect frequency to post on Instagram. Fashion brands post up to 30 times a day without losing followers, whereas smaller brands are doing fine by posting once a week. Key is not the number of posts per day, but to keep the posts on a consistent level, e.g. four posts a week instead of ten posts in one

week, and none in the following week. (Carbone 2018.) Based on the survey results, however, 90% of the participants expect an influencer to post new content to the Instagram wall several times a week. The average millennial woman wants to see new from one account 4-5 times a week. It is thus clear that online influencers need to produce more content than e.g. bigger companies, as stated by Neil Patel. The key is to learn from the survey and the target audience itself instead of following social media statistics.

When it comes making purchasing decisions, female millennials search for visual content more than written testimonials. In times of influencer marketing, Instagram has become a great platform on which online influencers can give their opinions on products and services in a short and crisp clip or pictures with descriptive texts. This helps to commit followers and lead them towards positive purchasing behavior. (Debroff 2017.) In addition, millennials expect authenticity of the brands they are following. They want to see that brands care about their customers and followers. Thus, Instagram Stories, when used correctly, creates trust and makes the brand appear more approachable. (Richards 2017.)

Instagram stories have quickly become an important part of Instagram. With 300 million daily users, it has already overtaken Snapchat's daily activity by 123 million users (Aslam 2018d; Aslam 2018e). Instagram stories are a fast and easy way to give some additional info that supports the image of their profile. Instagrammers use the poll function to ask their followers about their opinions, e.g. a topic for the next post or YouTube video, which is a quick way of answering the followers' demand and increasing engagement. Just like Facebook posts, it is difficult to say how many times brands should make use of Instagram stories. Even though the stories can be considered more casual, the content should still bring value to the viewer. Thus, the optimal post frequency varies from account to account. (Nilo 2017.) However, the answer from the survey clearly shows that 44% of the female millennials want to receive new content several times a week and 34% even daily. This shows that Instagram Stories is a vital part of promoting a brand or product and provide the viewer with as much information as possible.

Being an active user on Instagram myself, I spend a lot of time scrolling through my news feed and watching Instagram Stories on the go. I follow many entrepreneurs who are successful in their individual careers. Their posts and daily Instagram Stories inspire me to work hard on my own company and to believe in myself. I can also save posts that I like as an inspiration for my own upcoming posts. In addition to the business aspects, I enjoy photography and pictures editing. Creating new pictures for upcoming posts would thus be very enjoyable for me and help me to integrate my hobby into my business. In addition, it

keeps my brand and my face on the follower's news feed and thus helps them to remember me. Since I am also in the coaching sector, posting quotes as pictures would boost the inspirational and motivational side of my account even more. Based on this, the ideal outcome for me would be that female millennials are interested in watching my Instagram Stories daily and expect 4-5 posts a week.

Summarized, Instagram is a place where female millennials are looking for inspiration and motivation on a daily basis. They can follow people and brands they admire, recreate their posts and share them with their friends and own followers. Women also enjoy Instagram Stories to get to know their favorite brands and online influencers better. My conclusion is that female millennials use Instagram daily for mainly inspirational and motivational content and are expecting posts several times a week as well as daily background information via Instagram stories.

Again, this result of this analysis matches perfectly with the ideal outcome for my company. I seem to represent my target audience when it comes to using Instagram. Thus, I can base my content output on what I am looking for when following other online influencers.

3.6 YouTube

Being the world's biggest platform for uploading videos, YouTube can be accessed by 95% of all online users in 90 countries and 80 languages. 30% of millennial women open YouTube several times a day; 50% of them prefer YouTube over watching TV. (Evan 2018.) This makes YouTube a powerful social media channel among women between the age of 18-34 years old and thus needs to be analyzed in terms of usage and expectations.

3.6.1 Survey results

Figure 12 shows that YouTube should be educational as well as entertaining. 45% want to educate and improve themselves watching videos on YouTube. 35% use the social media channel to kill time and entertain themselves. 8% are looking for motivational and inspirational videos, whereas 4% just want to be updated on YouTube. 4% expect a mix of the above-mentioned options. 5% of the participants don't use YouTube at all.

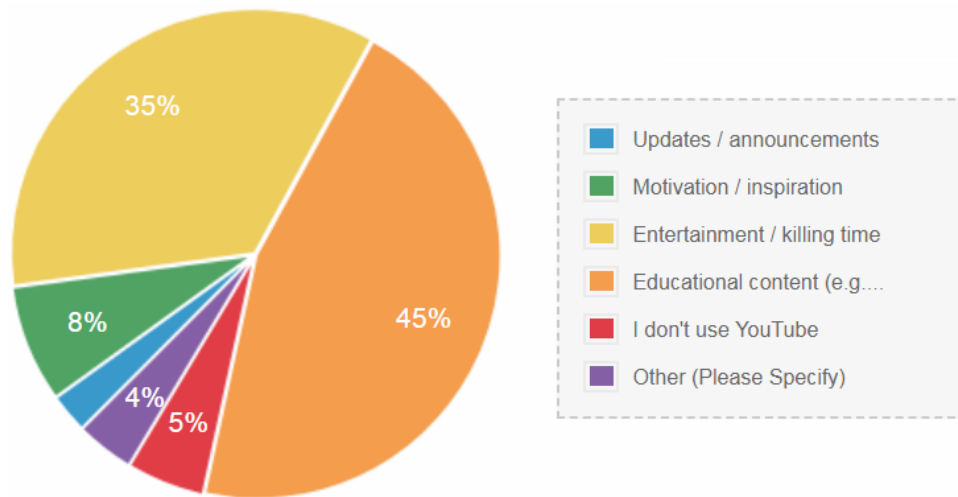


Figure 12. Female millennials' content expectation on YouTube

When it comes to new content, 51% are happy to watch a new video of an online influencer once a week. Figure 13 shows that 30% would prefer new videos 2-3 times a week, and 12% biweekly. 5% of the participants want a YouTuber to upload new videos daily. 6% don't use YouTube.

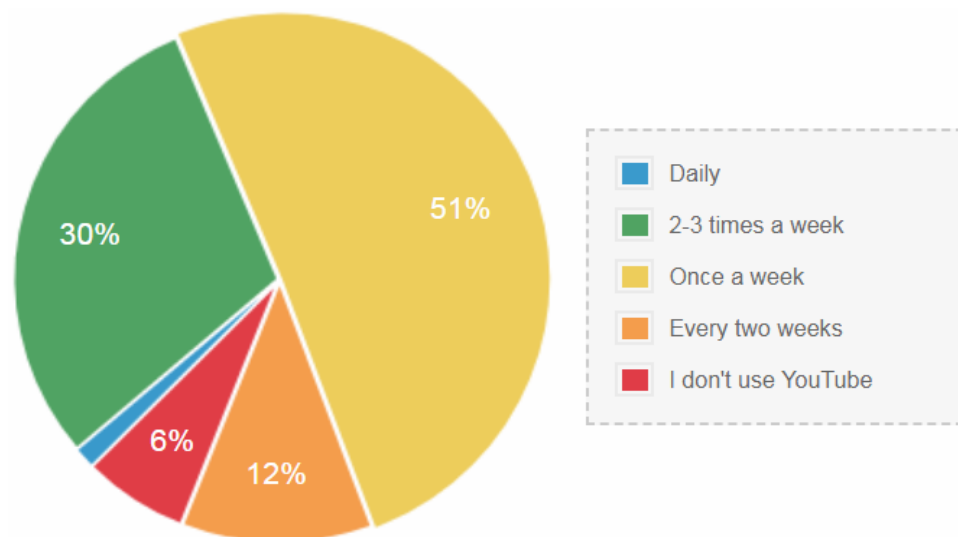


Figure 13. Female millennials' expectation towards content output on YouTube

Based on the survey results, female millennials expect new educational and entertaining videos once a week.

3.6.2 Analyzing YouTube results

Social media statistics show that millennials use YouTube as a way of watching specific content instead of channel surfing on TV. 80% of 18-34-year-old users prefer YouTube channels, which are run by single online influencers, such as make-up artists, business coaches or gamers. 74% state that they enjoy branded content by companies whereas as

little 14% use YouTube to watch movies. In addition, 37% of all millennials tend to binge-watch YouTube videos and don't mind a moderate number of commercials. 50 million YouTubers publish new content daily, making it possible for users to watch one billion hours every day. These videos are mostly of high quality, scripted, and aimed at reaching a target audience to gain more followers and increase the channel's popularity. YouTubers not only create content themselves, but they have more than ever the chance of collaborating with companies and brands in their influencer marketing campaigns. This proves that YouTube is an important platform for companies' creative promotional campaigns to trigger positive purchase decisions. (Evan 2018.)

Based on an article by Catey Condit, millennials are "are hungry for videos about brands and products they're interested in" (Condit 2017) and think of YouTube to be "the best place" (Condit 2017) to get the information they want. They want to learn about items or services they might purchase or learn new skills. Successful YouTubers try to give their unique approach when creating content that is not only educational, but also entertaining. Users don't want to see perfectly scripted commercials and celebrity testimonials (Spangler 2015), but rather authentic online influencers who give an honest feedback on a product or service. (Condit 2017.) Millennials state that these kinds of videos give them a positive feeling about life and make them want to try new things (Spangler 2015). Women in particular enjoy watching tutorials to learn new skills such as make-up techniques, cookies, or sewing. They also become more and more independent and self-sufficient, which make room for channels that talk about life-hacks or business-related topics such as finances, organization, time management, and mindset. In fact, self-help channels are dominated by female YouTubers and viewers. Similar to Instagram, the visual aspect of videos makes them very appealing and relatable. (Gaille 2016.)

Even though millennial women log into YouTube several times a day, the amount of recommended new videos solely depends on the type of the channel (Debroff 2017). It is, however, important to stick to a certain upload level. Once a week is the average schedule of individual YouTubers and is expected of most viewers. Uploading videos on a consistent basis will keep viewers committed and excited for new content. (Nohr 2017.)

Based on these social media statistics, female millennials use YouTube daily for entertaining and educational content. They prefer watching videos from online influencers on topics they are interested in over reading articles. Due to the vast amount of content available, YouTubers are expected to upload one new video per week.

The videos that I want to produce to brand myself fall into the self-help and business sectors, discussing motivation and mindset related issues. Thus, the ideal outcome of the survey would be that female millennials want to mainly watch motivational and educational content. Regarding the short attention span of viewers, 6-12 minutes seems to be the ideal length of a YouTube video (Mraz 2017). I am planning to make short videos of less than 10 minutes. I personally enjoy videos that discuss one topic on a deeper level as opposed to having several topics covered shallowly. Rather than having five topics in one video, it is better to split it up and produce five videos instead, which will help in the content planning process. I am thus hoping for my target audience to expect an average of two uploads videos per week.

Based on the survey results, the social media statistics are closer to the demand of my target audience than my ideal forecast. A total of 51% of the female millennials expect one new video per week. Nonetheless, 30% actually prefer 2-3 videos weekly. This gives room for my preferred two uploads a week and shows that I wouldn't necessarily over-saturate future followers.

Female millennials want to control the content they watch. Most of them choose YouTube over TV, which means that the content YouTubers produce need to match their expectations. Based on the survey made, 45% of the women aged 18-34 want online influencers and brands they follow to upload videos, that are educational, but also entertaining based on 35% of female millennials who chose entertainment as their main reason for using YouTube. I was hoping that more women would be interested in motivational and inspirational content. Since this kind of content is more relevant on Instagram, I will put emphasis on the educational value of my YouTube videos.

4 Conclusion

In this chapter, I will summarize the research findings of the survey. Both comparisons of the findings with the current situation and recommendations for the future research will be made. Finally, I will give some thoughts on my personal development throughout the thesis writing process.

4.1 The differences in content planning

After the extensive research of the thesis, it is now time to conclude and find out what the difference in content planning for the social media channels Facebook, Instagram, and YouTube is, when creating content for female millennials.

Women between the age of 18 and 34 form a cohort that strives to have a meaningful life. They want to work in professions that go hand in hand with their values and beliefs and give them a sense of purpose. As opposed to previous generations, female millennials are independent and want to educate themselves in all aspects of life. Thus, they choose how they spend their time wisely and use social media channels to get the information or content they want to consume.

Female millennials are highly engaged in using social media channels to communicate with their friends and family and connect with brands and online influencers. They expect public individuals and companies to actively release new and interesting content on multiple social media platforms. They know how to use different channels to their advantage and have developed a behavior over time, which can be analyzed in terms of activity and demand. This is important to plan the right content to not only reach the target audience at the right platform, the right frequency, and the right time, but also to plan the content according to what is expected.

Women are especially drawn to visual content. They spend a lot of time on social media channels, where pictures and videos can be consumed. A clear difference can be seen between textual and visual content. Table 1 shows that women prefer to receive updates and announcements as written content from Facebook as opposed to motivational, educational, and entertaining content in visual form. Even though pictures and video are important on Facebook, most of the published posts are in text format. To be always up-to-date, female millennials expect on average 3-4 new posts from friends or brands and online influencers they are following. Visual content in form of pictures and videos are higher in demand. Instagram is the most used social media platform among the participants of the survey. Women log in several times a day to see images that motivate and inspire them.

They want to get to know their favorite brands and online influencers better and build a relationship of trust. To do so, they enjoy watching Instagram stories. Overall, new content is expected for both the Instagram news feed as well as the stories 4-5 times a week. Another way, how female millennials fulfill their need of visual content is by watching YouTube videos. On this channel, they expect to be entertained and educated. The cognitive learning process of women is most effective when they are presented with as much visually appealing content as possible. This is why female millennials turn to YouTube as their number one learning platform. They expect the Youtubers they follow to upload a new video once a week, which is both entertaining and educational.

Table 1. Content expectation and frequency comparison between Instagram, Facebook, and YouTube, descending by most used channel

Channel	Content expectation	Frequency
Instagram	motivation and inspiration	4 - 5 posts a week
Instagram Stories	behind the scenes	4 - 5 posts a week
Facebook	updates and announcements	3 - 4 posts a week
YouTube	education and entertainment	one video per week

The importance in content planning for female millennials lies in knowing that Facebook is for written updates and announcement, whereas Instagram and YouTube should be used to educate, motivate, and entertain them with visual content several times a week. It is also interesting to see that the number of posts expected on a weekly basis decline with the popularity of the social media channel.

4.2 Future research

Content planning is more than just knowing your target audience and their activity and expectations towards specific social media channels. For the scope of this thesis, however, it was the first and most important part of each social media marketing strategy to be analyzed. In the future, I will have to constantly research, what kind of topics are trending and which ones are relevant to my target audience. The latest marketing tools also need to be practiced and experienced constantly to be up-to-date with the market.

Future research will include which weekdays and times of the day are the most suitable ones per social media channel. By posting new content at the right time, I can increase the level of engagement of my target audience and interact with them right away.

As for marketing campaigns, the location of my target audience will play a big role. This is because online marketing campaigns, such as Facebook Ads, can and should be filtered as much as possible to reach the right people. Thus, it is important to know where the target audience is, to not only reach enough people, but to also to increase the outcome of the campaign. As an example, if 70% of my target audience would live in Helsinki and 10% each in Turku, Tampere, and Oulu, I will reach more people by targeting by campaign in the Helsinki area, than spreading the campaign over all Finland. Researching the location of my target audience will thus be a re-occurring task throughout my career.

Overall, I will conduct surveys, but on a smaller scale. I will use Instagram Stories and my upcoming Facebook group and ask about specific things, e.g. wishes for videos, by using the poll function of these channels. This will help me to keep track of the demands of my followers. It is also a great way to commit them because they will feel appreciated and understood if I translate their opinions into content output.

I will keep educating myself and improving skills and usage of tools to keep my services up-to-date. This will make it easier to come up with fresh and relevant content to present to my target audience and future followers.

4.3 Putting key findings into action

After having done some additional research, as mentioned in the section 5.2, it is time to produce content.

The way I want to brand myself is by giving advice to female millennials when it comes to using social media channels as well as coming up and implementing a digital marketing strategy. I want to teach women how to start an online career and help them to improve themselves when it comes to business aspect, time management and organization. Another part that I want to combine with this knowledge is mindset and self-worth. The best tactics and tools don't help a person if they don't have the confidence to use it.

At first, it may seem complicated to use various areas to create content. However, when it comes to self-branding, it is ok, if not even necessary, to be approachable on several topics. Many women who want to enter the same career path as me, feel unsure about whether this sector is already saturated. They think that everything has already been said and that they can't add any value. I used to be one of those women, until I realized that that's not the case. The reason why I used so many examples of Erin May Henri is because I see her as my biggest inspiration when it comes to becoming self-employed in the social media world. I've watched several hours of videos about the very same content I

am about to produce, but when I found Erin's channel, I started to believe in myself. Thus, I learned that all it takes is a certain person's tone, voice or behavior to change another person's life. And my aim is to be that one person for other women.

Thus, I want to know the difference in content planning for several platforms. This way, I can be creative and produce content with the same message in the ways they are required, depending on the channel. My plan is to put the focus of my social media efforts on YouTube and Instagram. Using the knowledge from this thesis, I am planning to upload two short YouTube videos a week which will educate my viewers on the topics mentioned above. I want those videos to be visually appealing by not only talking to the audience, but also by showing topic related images and video clips. I also want to make the videos personal and not play a role. This way, I will be more authentic and the target audience will find it easier to build trust and form a connection. As for Instagram, I am planning to stick with the survey outcome and upload between 4-5 pictures and motivational quotes a week. I will use Instagram Stories daily and take the viewers along with me to see what's happening behind the scenes and how I plan my working days to produce content and work with clients. On Facebook, I will create a company profile and update my followers with the latest news as well as information about my services about three times a week. I believe this is enough to keep my followers updated on the content that I am posting. I will also form a Facebook group in which I want to communicate with my future followers directly and engage them in interactions with each other by posting business and mindset related content. I will also use the Facebook Live feature to talk to the members of the group directly and answer questions.

4.4 Research reliability, validity, and usability

The thesis's reliability can be measured using Cronbach's α test. The survey serves as the instrument of the research and can be repeated many times, since the target group, female millennials, doesn't change. The error level of the survey is about 11% at 95% confidence. (CustomInsights 2018.) For this test, I compared the 77 survey participants to different sizes of target groups, e.g. female millennials in Finland or female millennials in Europe. I noticed that the error level changes only by 0,2% between a target group of 2000 or two million people. I thus conclude that the reliability of the survey is very high. (Heale, R. & Twycross, A. 2015.)

In terms of validity, the analytical part of the thesis consists of key concepts and frameworks based on social media statistics, the ideal outcome for my company based on my

skills and observations over the years, as well the survey results from 77 female millennials. Thus, the thesis' issue has been approached, analyzed and concluded from three angles, which makes the thesis not only very relevant, but also usable and valid.

Using as many recent articles as possible in combination with the survey results, which was conducted in the past two months, the thesis' outcome is based on the latest information concerning content planning. This is very important, because I will apply the thesis results within the next quarter of the year 2018.

4.5 Personal development and future plans

Writing this thesis helped me improve my skills, but was also a great way of using some of my strongest skills. I learned from both negative and positive situations during the thesis process.

Being a very organized person and due to my professional background as a project manager, I enjoyed the planning process of the thesis once the structure was clear. Planning the stages and personal deadlines for the thesis came natural to me. I had to plan precisely how to combine my thesis with my final semester and my clients to be able to have enough time for everything. Planning out every week including thesis milestones, e.g. reading a book and finishing a chapter, was easy for me to follow.

Content marketing is one of my passions, which is why I was willing to read a lot and research intensely. I did come across some problems when it came to find reliable references to write this thesis. My goals were to take the majority of my references from books, which I did not accomplish. This is because I am educated in this field and felt that many books were already outdated, despite being from the 2010's. Thus, I had to learn how to read fast and find relevant articles online to use the latest statistics and trends regarding the market sector and the social media channels in particular. My aim was to find articles from known experts in the marketing sector, such as Neil Patel, Dave Chaffey, and even Philip Kotler. Since my topic is very specific, it was difficult to find articles that have been released recently. However, big publishers both in and out of the marketing sector are working with highly educated marketers, which made it much easier to find relevant articles. Websites like Forbes, Hootsuite, Google, Smart Insights, Social Bakers, and Sprout Social published many interesting and important articles, which I was able to use for this thesis, making it very usable and valid.

When it comes to the writing process, I had to learn how to write academic texts in a clear and concise manner. I enjoy writing extended articles using long and complex sentences,

which are both inappropriate for writing a thesis. I thus proofread my texts daily to ensure that they are easy to understand. If there was a lot of information, I summarized a chapter in a few sentences. I had more content planned and written, but realized that not everything can and should be written in this thesis. Giving too much information can easily lead to confusion. A thesis should be well structured and contain only the important information. This is why I decided to only explain a few words throughout the thesis and thus ensure a good flow of reading. I added an extensive terminology in the appendix to guarantee that any unclear words are explained.

Regarding the fact that I foresaw the majority of the thesis outcome, it is debatable if this thesis was relevant and important enough to write in the first place. I can ensure that, despite knowing already a lot about the issue, I learnt a lot about my target audience and why they see the world differently than other generations. As already mentioned, many topics that I have researched for this thesis are not in the scope of it, but important to understand future research. I also learned more about self-branding and influencer marketing and how they developed over the years. Since both have a great impact on female millennials, it was an important aspect of this thesis. Overall, it was very vital for my company to research and analyze my target audience in regard of content planning thoroughly. Thus, writing this thesis was an important step on the way to building an online persona.

My optimistic and hopefully realistic outlook for the future is to successfully run professional social media accounts on Facebook, Instagram, and YouTube based on social media and digital marketing, self-branding, and business coaching, as well as posting business related articles on other social media platforms, such as LinkedIn. I am planning to write an eBook in the self-help sector and launch a podcast about self-branding and mindset in 2019. Those are the goals that I am working on right now, but I am open for other experiences and business ideas on the way. The future is in my hands.

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Appendices

Appendix 1. Glossary of terminology

This glossary provides an overview for the terminology used throughout the thesis and serves as a reference to understand the content better.

advertisement: a banner, picture, or message published to reach potential customers, trying to convince them to buy a product or service

application: also referred to as an app, an application is a program for computers and mobile devices, such as smartphones and tablets. Depending on the programming, an app can function both online and offline.

binge-watching: the act of watching a TV show or movies over an extended period of time

blog: a website that is constantly updated with new texts by one person or a group of writers; the style of the texts is conversational and aimed to discuss a specific topic

blogger: a writer of a blog

brand: a collection of physical things, people, or emotions a person thinks of when hearing a specific word, e.g. people think about passion for sports and achieving goals when they hear 'Nike'

brand awareness: the level consumers are able to recognize a brand and associate it with their products or services as well as their image

B2B: business to business; transaction between two businesses

B2C: business to consumer; direct transaction between business and consumer (mostly end-user)

Comment section: an area underneath a post on social media channels, where users can interact with each other by leaving comments

content marketing: marketing strategy used to create and publish relevant and valuable content consistently to reach and attract a target audience

content output: content that has been published (or is planned to be)

content planning: the process of researching, strategizing, scheduling, and writing of content for publishing

content writing: part of 'content planning', the process of putting researched data into a text form

CAC: customer acquisition costs; the costs of acquisition per customer from acquisition to purchase of a product / service

demographic: a term used to summarize characteristics of a group of people, e.g. age, gender, education, nationality, ethnicity, religion, e.g.

digital consultancy: a firm that provides consultancy in the digital (marketing) sector

digital marketing: a form of marketing that promotes products, brands, companies, or individuals using digital media

digital world: a community based on digital technology in an online environment

eBook: a digital book that can only be read on electronic devices, such as tablets, smartphones, and laptops

editorial calendar: a calendar, which helps to keep track of posted, scheduled, and planned content to be published, often used in content planning processes

E-Mail marketing: a form of marketing where e-mails are used to promote products, brands, companies, or individuals

Facebook: a free online network for registered users (e.g. private users, companies) to interact with each other using texts, pictures, videos, and private messaging

Facebook ads: an advertisement created using the provided tools of Facebook to promote a product, service, or brand on Facebook

Facebook group: a public or private group within the online network Facebook in which members can interact with each other and share information

Facebook live: live video broadcasting on Facebook, often used to reach and commit followers, as well as for other promotional purposes

Facebook-wall: a section of a Facebook user's profile, on which s/he as well as other users can leave messages, as well as pictures and videos. The wall can be seen by either just the user, the user's friends and followers or all Facebook users.

feed (Instagram): an area of an Instagram user's profile which serves as a collection of the uploaded pictures and videos

female millennials: a term used in this thesis to describe the target group of the commissioning party; the women born between the early 1980's until the early 2000's

freelancer: a self-employed person that generally has a project based contract with a company

gif: Graphics Interchange Format, an image file format which is animated by combining multiple images or frames into a single image file

Hashtag: a hyperlink that collects images or text data of a specific keyword and displays them in a feed (Instagram) or on a wall (Facebook)

influencer: an influencer is mostly a known person that has the power (due to reputation or reach) to influence the purchasing behavior of a certain group

influencer marketing: a marketing strategy, in which companies use influencer to promote a product / service or create awareness. The basis of this strategy is that the influencer gets paid or receives free products to share her / his audience with another company

info box: the section of a YouTube video that contains information about the video, such as content summary, links to products and music used, contact information, etc.

Instagram: a free online network that is used to share pictures and short videos among registered users

Instagram marketing: a marketing strategy used to promote products, brands, companies, or individuals on the platform Instagram

Instagram stories: a feature of the social media channel Instagram that lets user share short videos and pictures, which disappears after 24 hours

Instagrammer: a person that uploads pictures and videos on the free social network Instagram

LinkedIn: a partially free network where registered users create a professional profile including information about their career, education, skills, etc. and can interact and connect with other users and companies

marketing: a combination of activities a company conducts to promote a product / service, brand, or an individual

marketing budget: estimation of costs needed to promote a product / service, brand, company, or individual

marketing campaign: a part of a marketing process used to promote a product, service, brand, or person on various platforms, such as digital or traditional marketing channels

marketing message: a message that a company tries to deliver to the user when promoting a good or service

networking: a process of getting to know new people with the goal of establishing some sort of relationship, e.g. business contact, friendship

news feed (Instagram): a section of Instagram, where a user can see fresh content from the Instagrammers and hashtags s/he is following

niche market: a focused market within a bigger market that is created by the specific needs of the target group

online influencer: a known person that has the power (due to reputation or reach) to influence the purchasing behavior of a certain group on online platform; the term 'online influencer' is also used for individuals, such as YouTubers or Instagrammers that change the behavior and way of thinking of their followers, regardless of purchase decisions

online marketing: all marketing efforts from acquisition to purchase that are done using online platforms

online persona: the image and reputation of a company / brand / individual / product on online platforms

organic search: entering one or several words to an online search engine, e.g. google or bing in search of results / answers

organic search engine results: data in form of texts or visuals that is being displayed on an online search engine page, e.g. google or bing, as a result of a previously completed organic search

OY: osake yhtiö, Finnish form of a limited company (Ltd.)

paid search results: the results when typing in a keyword in a search engine that are paid to be seen first by the reader / viewer

paid social media advertising: paying money to the promotional tools of social media channels to promote a product / service, brand, company, or individual

passive income: an income which is generated on a regular basis with little to no effort; e.g. book sales over time, receiving money from an old YouTube video that is still being watched

Pinterest: a free social network where registered users can upload pictures and guides and pin them on virtual walls for inspiration

podcast: a free online platform where users can download and listen to audio files that often come in series from one channel

post (to): to publish data in form of a text, picture, or video (individually or in combination) to a social network

post: a post is a published data in form of a text, picture, or video (individually or in combination) to a social network

post writing: the act of creating texts to be published on social networks; can also include visual data

pre-roll: short clips with an average length of 10 seconds which are being played before a video on a social media channel. These clips are paid advertisements that match the interests of the viewer.

Q&A: Questions & Answers, a part of any live session, e.g. meeting, presentation, video live-stream, which gives the audience the possibility to ask questions to the presenter and receive answers instantly

return on investment: a tool used to measure profit or loss of an investment in relation to the money spent

search engine: a free online program, e.g. Google or Bing that searches the web based on keyword(s) defined by a user

search engine result: the findings of a search engine based on a user's defined keyword(s)

selfie: a picture taken by oneself with a smartphone or camera to be shared on social media

self-branding: also known as personal branding, a form of marketing that is used by self-employed individuals to create a uniform online persona

SEO: Search Engine Optimization; the process of developing and increasing the quality and quantity of content output on a website to increase traffic to one's website via organic (= free) search engine results

side-hustle: a small job next to a full-time contract, e.g. often times to start a business or generate income out of activities and hobbies

Snap / Snapchat: a free mobile phone application that lets users share videos, pictures and messages with each other. Pictures and videos can be edited with filters and texts.

social media: a technology that allows users to share information in forms of texts and visual as well as connect with other users on online platforms

social media channel / platform: an online network where registered users can connect with each other and share information

social media influencer: see 'online influencer'

social media marketing: marketing efforts that being conducted on social media channels

subscribe (YouTube): a feature of the social media channel YouTube. By subscribing to a YouTube channel, a registered user receives instant notifications once a new video has been uploaded, ensuring that s/he won't miss new content nor lose track of the YouTuber's activity.

target audience / target group / target market: a specific group of people which has the right characteristics to be potential buyers of a product / service, e.g. movie lovers are the right target group for marketing campaigns of cinemas

thumps-up / thumps-down: a feature on YouTube that lets the YouTube know whether her / his audience liked the content of the video or not. Thumps-up indicates that the viewer liked the content and contrarily, thumps-down shows that the viewer didn't like the video.

traffic: flow of data through the internet, often also used as activity that leads to a website as well as the activity per website visit

Tumblr: a social media channel for microblogging (text of a few sentences shared with audience) and networking with other bloggers

Twitter: a free social network where registered users communicate and connect with each other using so-called 'tweets', which are short messages

user: a person that uses a device, service, or online platform

webinar: a meeting or presentation with an educational purpose held via online video streaming

website: also understood as homepage; an online space where related data is being published, e.g. a company has a website on which in can display all necessary information and products or services

YouTube: a free social network where registered users can upload and watch videos as well as communicated with other users by commenting videos

YouTube channel: a user account on the social media channel YouTube. Users can register an account to subscribe to YouTube channels and create playlists of their favourite YouTube videos. YouTubers use it as a sort of website, where they can upload their video content.

YouTube video: a video that has been published on the free social media platform YouTube

YouTuber: a person that uploads videos on the free social network YouTube or appears in other YouTubers videos

Appendix 2. Survey in English



Content Planning for Social Media Channels

1/3

33%

Activity

Help me understand your activity on Social Media Channels.

1. On which Social Media Channels are you most active? *

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Pinterest
- ☐ YouTube
- ☐ Snap
- ☐ I don't use Social Media Channels
- ☐ Other (Please Specify)

2. Do you enjoy different content (e.g. pictures, motivational quotes, and short videos on Instagram, texts and live-sessions on Facebook, long (e.g. educational) videos on YouTube) of an influencer from different channels or do you prefer to get new information of any kind from one channel only? *

- ☐ Several channels
- ☐ One channel
- ☐ I don't use Social Media Channels

3. Do you expect an influencer to be present and active on several channels creating various types of content? *

- ☐ Yes
- ☐ No
- ☐ I don't use Social Media Channels

4. How often do you expect posts and updates from an influencer, if s/he is using one platform only? *

- ☐ Daily
- ☐ 4-5 times a week
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ I don't use Social Media Channels

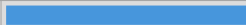
5. How often do you expect posts and updates from an influencer, if s/he is using several platforms? *

- ☐ Daily
- ☐ 4-5 times a week
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ I don't use Social Media Channels

Next



Content Planning for Social Media Channels

2/3  66%

Social Media Channels

Help me understand your expectations of Facebook, Instagram, and YouTube.

6. What are you mainly looking for on Facebook? *

- ☐ Updates / announcements
- ☐ Motivation / inspiration
- ☐ Entertainment / killing time
- ☐ Educational content (e.g. self-improvement, hacks)
- ☐ I don't use Facebook
- ☐ Other (Please Specify)

7. How often do you expect an influencer to post new content on Facebook? *

- ☐ Daily
- ☐ 4-5 times a week
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ I don't use Facebook

8. What are you mainly looking for on Instagram? *

- ☐ Updates / announcements
- ☐ Motivation / inspiration
- ☐ Entertainment / killing time
- ☐ Educational content (e.g. self-improvement, hacks)
- ☐ I don't use Instagram
- ☐ Other (Please Specify)

9. How often do you expect an influencer to post new content on Instagram? *

- ☐ Daily
- ☐ 4-5 times a week
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ I don't use Instagram

10. How often do you expect an influencer to use Insta Stories? *

- ☐ Daily
- ☐ 4-5 times a week
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ I don't use Instagram

11. What are you mainly looking for on YouTube? *

- ☐ Updates / announcements
- ☐ Motivation / inspiration
- ☐ Entertainment / killing time
- ☐ Educational content (e.g. self-improvement, hacks)
- ☐ I don't use YouTube
- ☐ Other (Please Specify)

12. How often do you expect an influencer to post new content on YouTube? *

- ☐ Daily
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ Every two weeks
- ☐ I don't use YouTube

Previous

Next

Content Planning for Social Media Channels

3/3

100%

Demographics

Help me filter your answers to my target group.

13. What is your gender? *

☐ Female

☐ Male

14. How old are you? *

☐ <20

☐ 20-25

☐ 25-30

☐ 30-35

☐ >35

15. Where are you from?

☐ Africa

☐ Asia

☐ Australia / Oceania

☐ Europe

☐ North America

☐ South America

Previous

Submit

Powered by  Survey

Create unlimited online surveys for free